



MEDIA DAY IN LONDON

SIBUR held a media day in London to reach out to the world's leading business and trade media and news agencies.

As part of the event, Dmitry Konov, Chairman of SIBUR's Management Board, talked about the company's key projects and global developments in petrochemical markets. He said that international demand for polymers is outpacing global economic growth, which makes SIBUR confident about the outlook for ZapSibNeftekhim, its petrochemical facility currently under construction. The plant's first products may hit the market 6 to 9 months after the project is completed, which is expected in Q2 2019.

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Another major area of focus during the media day was SIBUR's involvement in a potential joint project to produce rubbers in Saudi Arabia. According to Dmitry Konov, the company is looking into options to export its rubber technology, above all due to the weak demand for rubbers in Russia. Sergey Komyshan, SIBUR's Executive Director, said at a press conference that the Russian BOPP market expanded by around 4% in 2017. The primary driver was the growth in the food industry.

Sergey Komyshan also commented that over the last year, BIAXPEN, Russia's leading producer of BOPP films, marketed a number of new solutions for food labelling and packaging as a way to reduce European imports of special-purpose films. Still, the total volume of imports remained flat, supported by standard films procured in Asian countries. These remained popular as a result of other Russian BOPP producers underutilising their capacities vs projections.



SIBUR's media day in London.

“We forecast the positive trend to persist within the next several years, with the market adding 3–4% annually, driven by expanding food production and growing segment of self-adhesive labels. At the same time, as new suppliers send new volumes to the market, the year 2018 will see a further rise in competition in the standard film segment. In this environment, we focus on higher value added products while also working to improve customer experience for our key accounts,” Sergey Komyshev said.