

Exciting *business opportunities* to be explored

Exhibitors' comments: Why does a company decide to participate in AchemAsia 2007?

Andreas Beckers

Head of Corporate Communications, Uhde



As an international plant contractor in Asia with a keen focus on China, AchemAsia offers Uhde the ideal platform to showcase its products and services in a bold manner. Uhde has been represented in Beijing for over 25 years and has successfully executed over 100 plant contracts in this time. This is the fifth time that we will be exhibiting at AchemAsia and we would like to take the opportunity to inform our customers and partners on the spot on our latest developments. The congress being held in parallel provides the perfect

opportunity for doing just this and several presentations will be given by Uhde personnel.

China remains one of the most important core marketplaces for German plant contractors – which was one of the reasons why we established our subsidiary Uhde Engineering Consulting in Shanghai two years ago. China will face major challenges in the future, in particular with respect to the availability of natural resources. In view of high crude prices, coal is gaining increasing importance as a feedstock for the Chinese chemical industry. Uhde has years of experience in the field of coal chemistry and offers numerous coal-based processes for the production of synthetic fuels. The production of biodiesel and other fuels from replenishable feedstocks is also a topic of interest. We hope that the exhibition will again prove as popular as three years ago, and we are confident that we will be able to foster and cultivate our excellent contacts.

Julia Zhou

Marketing Officer, Clear Edge China

Clear Edge China is exhibiting at AchemAsia 2007 in Beijing for the first time and commenced business in August 2006, setting up a greenfield manufacturing plant in Suzhou and a trading company in Shanghai. We are supplying the local Chinese market with a wide range of products from the global Clear Edge Group. We already have a ten year track record in the Chinese market through the operation of our group companies Verseidag-Techfab and Scandiafelt. Clear Edge China is well placed to build and grow this existing market and also to service wider markets such as alumina, waste water, beverages, chemicals,

mining, minerals, pharmaceuticals and OEM's.

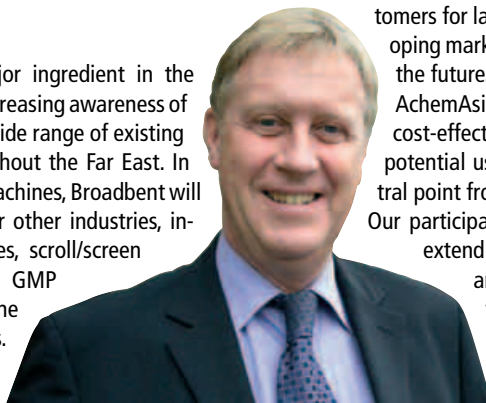
The main product we are going to introduce at AchemAsia will be an advanced filtration technology that combines particulate, NOx, VOC and acid gas control. With international group assistance and a wide range of products, we provide technical solutions to help our customers improve their processes and meet the increasing demands of the growing Chinese market.



John Wright

Industrial Process Division Director,
Thomas Broadbent & Sons Ltd.

AchemAsia has become a major ingredient in the Broadbent marketing plan for increasing awareness of our products and services to a wide range of existing and potential customers throughout the Far East. In addition to our successful PTA machines, Broadbent will exhibit a variety of products for other industries, including vertical basket machines, scroll/screen centrifuges and sophisticated GMP Peelers specially developed for the production of pharmaceuticals. This is the second time Broadbent has exhibited at Achem-



Asia. The previous show helped considerably in cementing lasting relationships with many of our existing Chinese customers for large-scale PTA machines in this fast-developing market and provided many positive "leads" for the future.

AchemAsia provides us with the most convenient and cost-effective platform for face-to-face contact with potential users who are prepared to travel to a central point from diverse parts of the Far East.

Our participation at AchemAsia will also allow us to extend our customer base in other mainstream areas where we hope to establish new contacts, gain "face-to-face" feedback on the current performance of existing installations and collect valuable intelligence on future market developments.

Matthew Pang

Regional Manager, BS&B Safety Systems

Our objective in participating in AchemAsia 2007 is

- to enhance BS&B Safety Systems' corporate image in the Chinese market,
- to promote our new products and establish new business contacts,
- to learn about the needs/wants of potential customers, and



- to learn about competitors' products and offers.

What do we expect to achieve from AchemAsia 2007? Well, we expect to provide enterprise integration for a variety of safety products and businesses in the Chinese market. AchemAsia provides a vast product range and visitor accessibility when compared to other shows in Asia.

Our aim is to become the leading safety solution provider in China.

Yu Jianhong

Shanghai Weser Industry Technology Co., Ltd.

Shanghai Weser Industry Technology Co, Ltd. was established by a professional who studied abroad in Germany. Our company specializes in the design, introduction, development, manufacture, promotion and the application of powder process technology. Through AchemAsia we hope to cooperate with more companies, to get to know the latest equipment and to learn the most advanced technology which helps us to better serve our customers.

We believe that the powder industry will see a great development in the next decade. Together with improving technology of powder processes, more attention will be focused on environmental protection. We are optimistic that our company will progress together with the development of China's economy.



Interview *Airmotec/Chromato-Sud, experts in gas analysis, and faithful exhibitor at Achema events was the first French company to register at AchemAsia 2007. Patricia Amiet, General Manager, and Franck Amiet, CEO, give their opinion on the event.*



What made you decide to exhibit at AchemAsia 2007?

AMIET

Our goal is to integrate our company into the Chinese market, to make ourselves known to potential clients for gas and ambient air analysis. AchemAsia is an interesting opportunity, a showcase to display our know-how in this country which has such a strong sales potential.

You participated at AchemAsia before in 2004. What actions did you develop after that exhibition?

AMIET

China is a difficult market. Our participation at the show did not generate orders immediately, but we made some interesting contacts with whom we hope to work in the near future.

What advice can you give to a company that would like to enter the Chinese market? And in order to prepare their exhibition at AchemAsia 2007?

AMIET

In order to establish a company in China, it is important to have a co-worker on site who is bilingual at least, trilingual at best (English/French/Chinese). This native person (or non exclusive distribution network) helps to better understand the culture, the legislation and sales routines of this big country. In order to prepare our next AchemAsia, we plan, in partnership with our local representative, to send mailings to our contacts and invite them to come and meet us at the show. We shall also publish a "Special Bulletin AchemAsia" in order to present the products that we wish to promote at this event.

Thomas Fahey

VP Sales & Marketing,
Mott Corporation

The Asian marketplace has been, and continues to be, a vital market for Mott Corporation. Our participation in AchemAsia is integral to our business strategies in Asia, particularly in China. The direct exposure to targeted industries and markets in this area are of great value to Mott, particularly to our recently established sales office in Beijing. We look forward to establishing many new contacts at AchemAsia 2007.

William Huang

Ningbo Lehui Food Machinery Co., Ltd.

Lehui Group is a manufacturer specialized in various kinds of stainless steel atmospheric vessels and pressure vessels. Through participating in AchemAsia 2007, we hope to further broaden the



recognition of our company, and to bring Lehui more in line with international enterprises. Being a first-time exhibitor, we expect better economic rewards and more clients joining us. With the continuing trend of China becoming the manufacturing base of the world, we assume that more and more international corporations will set their eyes on China. For Lehui this means great scope for successful development.