BUILDING YOUR FUTURE – TOGETHER

MIDDLE EAST & AFRICA

CREATING TOMORROW’S SOLUTIONS
MAKING TOMORROW BETTER THAN TODAY – A GOAL THAT HAS PUT US IN A LEADING POSITION

- 13,500 employees
- 14 WACKER ACADEMY training centers
- Among the Top 3 polysilicon manufacturers in the world
- 100 subsidiaries and regional offices
- 26 production sites in Europe, Asia and the Americas
- 23 technical competence centers
- 3,200 products for virtually any industry
- #1 in building-protection silicones
- #1 in dispersions and dispersible polymer powders based on vinyl acetate-ethylene
- #1 in cyclodextrins and cysteine production worldwide
- 100 production sites in Europe, Asia and the Americas
Dubai

WACKER is an international chemical company with over 23 production sites and 100 subsidiaries and regional offices worldwide.

100 YEARS OF ENHANCING THE FUTURE

A Global Company from Bavaria
WACKER was founded in 1914 by Dr. Alexander Wacker. Today, it is a global company with over 13,500 employees that operates in Europe, Asia and North and South America. It is headquartered in Munich (Bavaria, Germany).

Pioneers of Polymer and Silicon Chemistry
We have been writing chemical history for over a century. In the first 50 years, our company developed into a pioneer of large-scale acetylene chemistry and a trailblazer in the plastics industry. Over the next 50 years, we were the first in Europe to tap the potential of silicon chemistry. Now, we are leaders in plastics made of vinyl polymers and silicones, in hyperpure silicon for the solar industry and in biotech solutions. You can find our products in all areas of life – in smartphones and solar cells, cars and aircraft, mortars and paints, cupcakes and lipstick.

German Engineering
A passion for outstanding innovations already played a key role for our company founder. Today, we still want to enter uncharted territory in terms of technology – in partnership with you. To achieve this, we place very high demands on ingenuity, engineering expertise and quality around the world.

1903 –
A Visionary Sets His Work in Motion
Fascinated by the illuminating gas acetylene, Dr. Alexander Wacker founded his “Consortium für elektrochemische Industrie” laboratory in 1903.

From then on, around a dozen chemists carried out research there with groundbreaking results. Together, they invented processes for manufacturing peroxides for bleaching, hydrogen for airships and silicon for incandescent mantles.

The breakthrough came in 1914 when acetic acid was produced from acetaldehyde. Acetic acid is the starting material for polyvinyl acetate, a base compound for all subsequent polymer binders from WACKER – known around the world today as VINNAPAS®.

VINNAPAS® is a registered trademark of Wacker Chemie AG.
Companies in the Middle East and Africa value WACKER as a competent solution provider. Many of these are from the construction sector.

A commercial building in Cape Town is exposed to different weathering effects than a skyscraper in Abu Dhabi. The demands on construction materials differ correspondingly. Our experts in Dubai are familiar with the various conditions in the Middle East and Africa and know what components produce the formulations that are best for the region. It is not just the construction industry that relies on our solution expertise, however. We are also valued highly in the life sciences, adhesives, energy, electronics and textiles sectors.

“We really appreciate WACKER transferring its knowledge and techniques to many of our staff.”

Ali Ahmed Elian,
Engineering Materials Department,
Dubai Central Laboratory,
Government of Dubai
WHAT IS THE NEXT BIG THING IN YOUR INDUSTRY?

Your products need to keep pace with the times if you want to win over customers. But what trend should your company pursue? By working together, we can pinpoint what suits you best.

We Are Your Innovation Partners
With WACKER, you have a research-intensive company at your side. At our laboratories around the world, we pursue new developments in silicone and polymer chemistry. We are experienced in creating products that have the potential to be a market success. Regard WACKER as an innovation partner who develops new products together with you and strengthens your competitive position.

“Building Innovation Together” by Cyril Cisinski
Managing director of WACKER Chemicals Middle East & Africa

Why do you think WACKER is rather good at innovating?
When it comes to innovations, we need great ideas. But where do they come from? Great ideas are created when specialists discuss unresolved challenges. And that is precisely one of our strengths. To find the right answers, we provide our customers with a global network of technical centers and WACKER ACADEMY training centers. If you look at our local facility in Dubai, that’s a very dynamic platform for industry professionals. Our customers interact face-to-face with our experts and their peers while working in state of the art laboratories. This close collaboration helps a lot to develop new solutions – which often go far beyond the product.

In what way?
A new formulation is only truly good if it harmonizes with the customer’s machines. For us, this means taking the production processes into account right from the start. What’s more, we ensure that the new formulation complies with national standards, high-quality raw materials and local climatic conditions. While keeping this all in mind, we test the products in accordance with certified procedures. For some product innovations, we even set up pilot plants to test the new formulation under real-life conditions if requested by the customer.

What role does the technical competence center in Dubai play here?
It is pivotal to all our activities. It is where new products are developed and existing ones are adapted for local markets. This often yields ideas for other regions, too. Our customers in the Middle East and Africa can profit from the wealth of experience available through the WACKER global scientific community.

Beyond the Formulation
Successful new products focus on the entire supply chain. This starts with the formulation. What components fit together? In what mixing ratio? And at what cost? Our experts at the Dubai technical center are familiar with regional raw materials and can develop formulations that are ideal for your market. In doing so, they take account of your production methods, local high-quality raw materials and national standards. Your employees can profit from knowledge transfer at the local WACKER ACADEMY training center, where they will find out everything about preparing the new formulation, how it is processed, its application fields and marketing.

“WACKER’s experts provide us with the latest technical updates and credible testing facilities for adhesive applications. Their recommendations help us to enhance formulas and achieve better results.”
Sanabel Khalil, Marketing Manager Combo Roof & Ceresit Systems (Arab Emirates) ROOF CARE CO LLC A Division of Henkel Polybit Group

“A new formulation is only truly good if it harmonizes with the customer’s machines. For us, this means taking the production processes into account right from the start. What’s more, we ensure that the new formulation complies with national standards, high-quality raw materials and local climatic conditions. While keeping this all in mind, we test the products in accordance with certified procedures. For some product innovations, we even set up pilot plants to test the new formulation under real-life conditions if requested by the customer.”

Building Innovation Together by Cyril Cisinski
Managing director of WACKER Chemicals Middle East & Africa

Why do you think WACKER is rather good at innovating?
When it comes to innovations, we need great ideas. But where do they come from? Great ideas are created when specialists discuss unresolved challenges. And that is precisely one of our strengths. To find the right answers, we provide our customers with a global network of technical centers and WACKER ACADEMY training centers. If you look at our local facility in Dubai, that’s a very dynamic platform for industry professionals. Our customers interact face-to-face with our experts and their peers while working in state of the art laboratories. This close collaboration helps a lot to develop new solutions – which often go far beyond the product.

In what way?
A new formulation is only truly good if it harmonizes with the customer’s machines. For us, this means taking the production processes into account right from the start. What’s more, we ensure that the new formulation complies with national standards, high-quality raw materials and local climatic conditions. While keeping this all in mind, we test the products in accordance with certified procedures. For some product innovations, we even set up pilot plants to test the new formulation under real-life conditions if requested by the customer.

What role does the technical competence center in Dubai play here?
It is pivotal to all our activities. It is where new products are developed and existing ones are adapted for local markets. This often yields ideas for other regions, too. Our customers in the Middle East and Africa can profit from the wealth of experience available through the WACKER global scientific community.
More and more people are giving thought to the products that they use. How was the T-shirt produced? Is the paint for the children’s bedroom harmless? Is our house energy-efficient? There are a lot of questions to which you can give new, sustainable answers in the form of our products.

Sustainability is an important building block in our business strategy. After all, sustainable products safeguard the future. These are products for applications that have an extended service life, contribute to a healthy lifestyle or protect our climate. Many of our sustainable solutions have already become an indispensable feature of everyday life – such as binders for eco-friendly paints or hyperpure polysilicon for solar modules.

Using Raw Materials More Efficiently
The careful use of resources is deeply rooted in our company culture. Over the decades, we have developed highly integrated material loops. They work on the principle of by-products from one production step serving as starting materials for another product. At our Burghausen and Nünchritz sites, we already recycle 95 percent of hydrogen chloride, for example.

Sustainable Solutions Pay Off
The close relationship between economic and ecological aspects is illustrated by how we handle water resources. In some regions of the world, 40 percent of water is lost due to defective sewers and reservoirs. With polymer-modified waterproofing membranes from WACKER, sewers can be reliably sealed again. This is more economical than installing a completely new system. Plus, the precious resource ends up where it is needed: where the people are.

Dispersible Polymer Powder for Climate Protection
Air-conditioning systems are devouring increasing quantities of electricity worldwide. According to experts, building insulation can save up to 40 percent of this electricity.

As the world’s largest manufacturer of dispersible polymer powders for the construction industry, WACKER is playing a key part in reducing power consumption. After all, without our dispersible polymer powders – used as binders in mortar – modern external thermal insulation composite systems (ETICS) would not be possible.
WELCOME TO OUR GLOBAL COMMUNITY OF EXPERTS

With our laboratories and a network of experts, we are developing applications for tomorrow’s world. In doing so, we want to shift the limits of what is possible.

Founded on Research
For over a century, the Consortium – WACKER’s corporate research facility – has focused on pioneering work for the future. It was founded in 1903 and we are still carrying out fundamental scientific and technical work there. WACKER remains one of the world’s most research-intensive chemical companies to this day. We invest some 3.5 percent of Group sales in R&D each year.

Applied Research That Creates Growth
In our applied research, we liaise very closely with customers. We need solutions that are not just better in terms of technology, but more economical, too. Our aim is to open up new and profitable business segments for you. We currently see these in the areas of emission-free mobility, urbanization, digitalization and the global rise in prosperity.

Pooling Innovative Strengths
It is increasingly rare that groundbreaking innovations come from individual companies – rather, they are the result of collaboration with users, universities and research initiatives. In order to achieve results quicker, we cooperate with more than 40 research institutes worldwide. In the Middle East, these are:
- King Fahd University of Petroleum and Minerals (KFUPM)
- Royal Scientific Society of Jordan (RSS)
- Saudi Standards, Metrology and Quality Organization (SASO)
- Dubai Central Laboratory

Time and again, close dialogue among experts opens up new, unexploited market opportunities for our customers.

Innovations for a Better Life
Innovations must offer people benefits. Just like external thermal insulation composite systems (ETICS) that drastically reduce energy consumption; smart LED headlamps that protect other road users from being dazzled; or tasty frosting and creams that are not based on unhealthy fats. WACKER supplies key components for all of these products.
WACKER ACADEMY.
MAKE YOUR INNOVATION HAPPEN

WACKER ACADEMY offers cutting-edge expertise for your markets. You can exchange information with local experts and get to know best-in-class solutions – at 14 locations around the world, including Dubai.

At the Heart of the Markets
Where is the best place to combine the latest research findings with practical knowledge? WACKER ACADEMY – which runs 14 training centers around the world. What’s so special is that every WACKER ACADEMY branch adjoins a technical competence center. Knowledge gained during a seminar in the morning can be put into practice in the lab in the afternoon.

Expert Knowledge for Your Region
All training courses focus on regional industries. Seminar focal points in Dubai include energy efficiency through the use of intelligent facades, polymeric waterproofing membranes to protect against water loss, and silicone solutions for energy transmission. What’s more, we can tailor a training session to your individual needs or we can come to you. Just contact us.
Solutions Tailored to Your Markets

At the WACKER center of excellence, some 20 technical experts in silicone and polymer chemistry are at your disposal. In partnership with you, they will develop innovative applications, test them with locally used raw materials and tailor them to national standards and regulations. This not only opens up new markets for you, but also yields:

- Shorter development periods
- Improved product reliability
- Ideas for innovations

Center of Excellence in Dubai – Key Industries

- Construction chemicals
- Caulks & sealants
- Paints, coatings & adhesives
- Decorative coatings
- Carpets
- Silicone rubbers and moldmaking

Regional Experts

Many of our local experts are from the region themselves, know your markets and speak your language. This creates trust – the most important aspect of a successful partnership.

We Are Where You Need Us

If you cannot come to us, we will come to you. MyLab is our mobile laboratory, on the road for you in South Africa. We can show you the latest applications and test your products right where you are.

“Our facility is the first in the region to offer both technical support and testing services for carpet manufacturers, plus an ISO-certified silicones lab for high-quality energy and moldmaking applications.”

Cyril Cisinski,
managing director of Wacker Chemicals Middle East and Africa
GREAT BUILDINGS PROTECTED BY WACKER PRODUCTS

All over the world, investors, planners and governments trust in construction chemicals from WACKER. See for yourself the kind of unique buildings that WACKER products have been used in.

The Bird’s Nest Stadium in Beijing: for this Olympic Games building, China relied on VINNAPAS® dispersible polymer powders as binders for the flooring compounds.

Christ the Redeemer, Rio de Janeiro: in order to reliably protect the reinforced concrete statue clad in soapstone against environmental influences, a tried-and-tested water repellent from WACKER came into play.

The facade was treated with silicone resin emulsion paints based on WACKER products, ensuring that subsequent generations will be able to enjoy all of its splendor.

Neuschwanstein Castle: The facade was treated with silicone resin emulsion paints based on WACKER products, ensuring that subsequent generations will be able to enjoy all of its splendor.
WHAT FUTURE ARE WE BUILDING TOGETHER?

Do you want to optimize your formulations? Develop new applications to open up promising markets? Or are you looking for more efficient processes?

Then let us tread new paths together.

We are your partner and advisor when it comes to innovative solutions in silicone and polymer chemistry. Together, we can develop tailor-made products and applications. We want to not only meet your expectations, but exceed them.

Just get in touch with us!

GET IN TOUCH

Personal dialogue is the foundation of every successful partnership. We can only offer you value-added solutions once we have fully understood your requirements. So, get in touch with us. We look forward to talking to you.

Wacker Chemicals Middle East and Africa
Dubai Silicon Oasis
P.O. Box 341071
Tel. +971 4 709 99 99
info.dubai@wacker.com
www.wacker.com/mea

Connect with Us on Social Media
Access the latest news about our products by following our Twitter feeds, watching the videos on our YouTube channel or networking with us via LinkedIn.
WACKER is one of the world’s leading and most research-intensive chemical companies, with total sales of €4.6 billion. Products range from silicones, binders and polymer additives for diverse industrial sectors to bioengineered pharmaceutical actives and hyperpure silicon for semiconductor and solar applications. As a technology leader focusing on sustainability, WACKER promotes products and ideas that offer a high value-added potential to ensure that current and future generations enjoy a better quality of life based on energy efficiency and protection of the climate and environment.

Spanning the globe with 4 business divisions, we offer our customers highly-specialized products and comprehensive service via 23 production sites, 18 technical competence centers, 13 WACKER ACADEMY training centers and 48 sales offices in Europe, North and South America, and Asia – including a presence in China. With a workforce of some 13,450, we see ourselves as a reliable innovation partner that develops trailblazing solutions for, and in collaboration with, our customers. We also help them boost their own success. Our technical centers employ local specialists who assist customers worldwide in the development of products tailored to regional demands, supporting them during every stage of their complex production processes, if required.

WACKER e-solutions are online services provided via our customer portal and as integrated process solutions. Our customers and business partners thus benefit from comprehensive information and reliable service to enable projects and orders to be handled fast, reliably and highly efficiently.

Visit us anywhere, anytime around the world at: www.wacker.com

All figures are based on fiscal 2016.
The data presented in this medium are in accordance with the present state of our knowledge but do not absolve the user from carefully checking all supplies immediately on receipt. We reserve the right to alter product constants within the scope of technical progress or new developments. The recommendations made in this medium should be checked by preliminary trials because of conditions during processing over which we have no control, especially where other companies’ raw materials are also being used.

The information provided by us does not absolve the user from the obligation of investigating the possibility of infringement of third parties’ rights and, if necessary, clarifying the position. Recommendations for use do not constitute a warranty, either express or implied, of the fitness or suitability of the product for a particular purpose.