CREATING TOMORROW’S SOLUTIONS

SOUTHEAST ASIA

FASCINATED BY EXCELLENCE
“UNDERSTANDING THE LOCAL MARKETS IS VITAL FOR DOING BUSINESS IN THIS PART OF THE WORLD.”

Patrick de Wolf,
Director of Wacker Chemicals South Asia
Dear Customer,

WACKER has been active in Southeast Asia since 1984. This combined market of more than 500 million people offers not only tremendous opportunities, but also challenges.

Southeast Asia is characterized by both fragmented markets and people from diverse cultural backgrounds. Understanding the local markets is vital for doing business in this part of the world. That’s why we established offices in Singapore, Indonesia, Thailand, and Vietnam. At our technical center for silicones and polymers in Singapore, our local engineers are always ready to test and optimize your products and applications. To be successful, you need local experts who speak your language and know your markets. So, most of our staff are native speakers.

Besides providing technical expertise, we will help you to succeed in new markets. No matter which market you want to grow in, we offer you access to the knowledge we have gathered through many years of research and development with customers all over the world.

Discover the excellence of a technology leader in silicone and polymer chemistry. We will be delighted to provide you with innovative products and solutions.

Sincerely,

Patrick de Wolf

Patrick de Wolf

As Director of Wacker Chemicals South Asia, Patrick de Wolf has lived in Singapore for the last six years. In this interview, he discusses how he has experienced one of the world’s most vibrant economic regions (scan the QR code to watch the video).

LUMISIL® and VINNAPAS® are registered trademarks of Wacker Chemie AG.
WACKER is a globally-active technology company. Our products are found in countless everyday items, ranging from cosmetic powders to solar cells. In Southeast Asia, we mainly supply customers in the following industries and markets:

**YOUR MARKETS ARE OUR MARKETS**

**Personal Care**
Tissues, household and personal-care products have one thing in common: their commercial success hinges on using the right additives. WACKER supplies a broad range of suitable silicones, silicas and cyclodextrins for these areas.

**Adhesives**
Bonded joints are on the rise everywhere, whether in aircraft manufacture or automotive construction. WACKER has delivered high-quality products for these applications for many years. High-strength bonding used to be the preserve of polyurethanes and epoxy resins, but now we have developed a whole new class of products: hybrid polymers for flexible high-performance adhesives. This ecologically sound alternative withstands vibrations that would cause many conventional adhesives to fail.
Construction
The construction industry and WACKER have long been the best of partners. We are the global leader in silicones for masonry protection. At the same time, we are the world’s largest manufacturer of polymeric binders which are added to numerous building materials. In Southeast Asia, we mainly supply construction chemicals and technologies for:
- Skimcoat
- Thin bed mortar
- Jointing compounds for gypsum materials
- Decorative renders for facades
- Waterproofing membranes for roof coating
- Powder paints

Textiles
WACKER is a leading global silicones producer and has an extensive portfolio of solutions to suit your textile-processing needs. Our products create a wide range of effects such as softness, hydrophobicity, elasticity, color retention and odor control.

Chemical Industry
WACKER offers a comprehensive portfolio of chemicals that will optimize the products and processes found throughout industry – and at an unbeatable price/performance ratio.

Elastomers and Plastics
Silicone elastomers are used wherever sealing, damping or insulating needs to be done. As you can imagine, we have a vast range of ready-to-use products in our program – whether you need high-temperature-resistant semiconductor encapsulants or ultra-pure silicone rubbers for wound care.
DRIVEN BY A VISION:
GIVING YOU A COMPETITIVE EDGE
THROUGH INNOVATIVE TOP-CLASS PERFORMANCE
WACKER ranks among the pioneers of modern chemistry. We are known throughout the world as a technology leader in polysilicon production, semiconductors, and silicone and polymer technology. Customers using our advanced products gain a competitive edge that helps them to tap into new markets.

Innovations Targeted at Customers
With an R&D quotient of approximately 3.5 percent relative to sales, we rank among the world’s most research-intensive chemical companies. And our strategy is paying off – in 2011, we generated a good one-fourth of our sales with new products. All new products and processes target the customer’s application, first and foremost. Basic research activities aside, we believe that the new solutions which we devise must always confer an economic benefit on our customers.

Innovative Process Engineering for More Efficiency
We have always invested heavily – in terms of resources and talents – in the development of new products. At the same time, our process engineers continually enhance existing processes to boost their efficiency and economics. A key strength is our integrated production system, which helps us to conserve resources and energy by returning byproducts to the production loop. As an example, we have slashed consumption of process steam at our Nünchritz plant by 80 percent since 1999.

Goals of the WACKER Innovation Strategy:
• Focus on the three major topics of the future, namely electromobility, energy storage and energy efficiency.
• Continuously improve existing product platforms and production processes.

Find out why Rudolf Staudigl, President & CEO of WACKER, believes that innovation can make a big contribution as a growth lever: www.wacker.com/innovation-staudigl

« Innovation enables us to support our customers in speeding up their project cycles »
Partick de Wolf, Director of Wacker Chemicals South Asia
TRUSTED BY COMPANIES WORLDWIDE:
FOR ITS EXCELLENT PRODUCT QUALITY AND SECURITY OF SUPPLY

Identical Production Standards, Worldwide
It makes no difference whether you purchase WACKER products in Germany or Southeast Asia. All of them are made to precisely the same standards throughout the world. That is because all WACKER production facilities follow the same stringent operating procedures. What is more, we have installed Group-wide quality systems and test standards to ensure that the results are identical wherever you are. We call this “Original WACKER Quality.”

Contributing To Sustainable Profitability
Our customers appreciate our consistently high quality. This helps manufacturing to run smoothly and reduces inspection effort, and so has a positive effect on cost structure. For many customers, the enhanced process efficiency additionally shortens production times and boosts output.

In-House Production of Raw Materials Ensures Supply Reliability
In your interests, we attach great importance to controlling upstream production steps. This allows us to strengthen security of supply for customers at times of greater demand. Silicon metal is a case in point. We have manufacturing facilities in Norway and China that enable us to cover much of our annual raw-material requirements for silicone production ourselves.

High Safety Standards for Mankind and the Environment
Environmental and industrial-health protection are firmly anchored in our business processes. Not only were we one of the first companies to sign up to the Responsible Care® program of the chemical industry. We are also a member of the United Nations Global Compact. Through these voluntary commitments, we undertake to protect the environment, health and society above and beyond legal requirements.
It is no coincidence that WACKER is known throughout the world for its outstanding quality. You can rest assured that a WACKER product will satisfy the same high quality standards no matter where in the world it is produced.

Reference Building

Name: Vincom Center
Location: Ho Chi Minh City, Vietnam
Size: 7,371 m²
Completed: 2010
Description: 26 stories and 6 basements, largest shopping mall in Ho Chi Minh City
WACKER Contribution: VINNAPAS® dispersible powders as high-quality polymeric binders in thin bed mortar for ACC blocks.

Reference Building

Name: Pullman Hotel Central Park
Location: Jakarta, Indonesia
Size: 5,172 m²
Completed: 2011
Description: 317 rooms including 55 suites
WACKER Contribution: VINNAPAS® dispersible powders as high-quality polymeric binders in cementitious tile adhesive, skimcoat and plaster for ALC.

Find out more about our VINNAPAS® product range: www.wacker.com/vinnapas

Learn more about our product quality in our web app!
www.wacker.com/quality-app
COMMITTED TO A GOAL: PROVIDING YOU EXCELLENT CUSTOMER SERVICE WHEREVER YOU NEED IT

The closer we are to you, the better we can support you.

That is why we have established 20 technical centers around the world. In Southeast Asia, we provide support from our site in Singapore. Our laboratory specialist teams can test your products using local raw materials and develop the optimum formulation for your coatings or mortar applications. In Vietnam, for example, we develop skimcoat formulations for autoclaved aerated concrete (ACC blocks).
We Provide You a Wide Range of Customer Services, e.g.:
• Lab and technical services
• Product development support
• Training activities
• Online services such as Login4more, our product and customer portal

In Thailand, our highly experienced specialists assist you in developing thermal insulation mortar and powder paints.

Practical support is also essential when you are expanding your business. From technical expertise to hands-on training, our specialists can provide you with the knowledge you need to achieve growth in new markets.
Local Service, Local People
Specialized knowledge is all the more valuable if, in addition to being available locally, it has also been acquired locally. Many of our employees have grown up in the region, and are familiar with local market conditions. It goes without saying that your local point of contact will be fluent in English, Korean, Chinese or other major Asian language.

WACKER's Global Knowledge Network
At WACKER, regional technical expertise includes Group-wide networking. Our local experts are connected to all WACKER technical centers and research departments in over 25 countries. So, whether you want to develop new products or access new markets, you will reap the benefit of an extensive knowledge base that has been built up over decades.

Singapore Technical Center
In the technical center in Singapore, we will work with you to customize your products for the market covering Thailand and Indonesia, Vietnam, the Philippines and Malaysia, as well as the markets of the future: Laos, Cambodia and Myanmar. One innovation to emerge from our laboratories in Singapore was high-melting silicone waxes which can be used to make lipsticks that do not even melt at 35 degrees Celsius.

Moreover, our technical center combines research, development and applications technology for silicone and polymer applications. The laboratory for polymeric binders concentrates primarily on applications for construction chemicals while the silicone laboratory focuses on textiles, cosmetics and waterproofing systems.

Sharing Knowledge and the Passion for Excellence
The WACKER ACADEMY in Singapore offers you a chance to deepen your knowledge of silicone and polymer chemistry. The WACKER ACADEMY is unique because each branch is always integrated with a technical center equipped with the latest laboratories and test facilities. So, what you learn in the seminar in the morning, you can practice in the afternoon.

The seminars' key focuses are:
• New mortar applications like 1-component waterproofing membranes or venetian plasters using WACKER technologies
• Skimcoat applications modified with VINNAPAS®
• Silicone additives for personal-care applications

See our upcoming seminars
www.wacker.com/wacker-academy
OUR EXPERTISE OFFERS IDEAS FOR INNOVATIONS AND IMPETUS FOR NEW BUSINESS POTENTIAL.»

Patrick de Wolf,
Director of Wacker Chemicals South Asia
EXPERTISE AND SERVICE NETWORK ON FIVE CONTINENTS

WACKER is one of the world’s leading and most research-intensive chemical companies, with total sales of €4.91 billion. Products range from siloxanes, binders and polymer additives for diverse industrial sectors to bio-engineered 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 five business divisions, operating 25 production sites, WACKER is currently active in over 100 countries. The Group maintains subsidiaries and sales offices in 29 countries across Europe, the Americas and Asia – including a solidly established presence in China. With a workforce of 17,200, WACKER sees itself as a reliable innovation partner that develops trailblazing solutions for, and in collaboration with, its customers. WACKER also helps 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.
The data presented in this brochure 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 brochure 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.