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## **Media Release**

**Clariant Chemicals (China) Ltd.**

# *Clariant supports Expo 2010 in Shanghai with sponsorship of Swiss Pavilion*

**Shanghai, April 22, 2010 – Clariant, a global leader in specialty chemicals, is supporting the Swiss Pavilion at Expo 2010 Shanghai as a silver sponsor. The Expo will be held from 1 May to 31 October 2010 in Shanghai with the theme of “Better City, Better Life”.**

"Our sponsorship demonstrates good corporate citizenship by a Swiss company with operations in China. It resonates with Clariant's commitment to the development and opportunities in the Chinese market," said Per Sjoeborg, Head of the Greater China region of Clariant. "China is an important strategic focus for Clariant and has been one of our fast-growing regions in terms of market size and sales turnover in the past few years."

Shanghai is Clariant's regional headquarters in Greater China and the company's new Greater China regional management team under the leadership of Per Sjoeborg was formed earlier this year to provide more dedicated services and foster long-term strategic development. The new Greater China regional office is being established close to the Shanghai Hongqiao International Airport and is expected to be completed by the end of this year.

One of Clariant's innovative product applications can also be seen at Expo2010. NanoSphere®, an innovative textile application which has been developed in cooperation between Clariant and Schoeller Technologies, combines high weather protection with breathability and long-term functionality. The nanoparticles in the NanoSphere finish form a fine structure on the textile surface. Water or substances such as oil or ketchup simply run off the surface. Such a NanoSphere-equipped jacket, made with a functional material from Swiss fabric specialist Schoeller, can be seen in the Swiss Pavilion.

“Expo 2010 is the biggest event for Shanghai and even for the whole of China this year. As an active player in the chemical industry in China, Clariant appreciates the chance to become even more involved through this sponsorship. Expo 2010 offers us an excellent opportunity to get closer to a mix of audiences from various local and international backgrounds,” continued Sjoeberg.

In its official pavilion, Switzerland will be addressing the Expo 2010 sub-theme of “rural-urban interaction” in recognition of the special awareness in Switzerland of the importance of strong town-country interactions, given the geographical characteristics of the country. Switzerland was the first country to present the concept for its Pavilion to the public in Shanghai. The Federal Department of Foreign Affairs, Presence Switzerland, is responsible for the official Swiss Pavilion project. Over an area of 4,000 square meters, Switzerland will portray itself through the overall concept of balance between man, nature and technology.<sup>1</sup>

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<sup>1</sup> Quoted from <http://www.swisspavilion.ch/>



**Caption:**

Innovative textile application: NanoSphere®-equipped jacket where wind and rain are no barrier (Jacket by Schoeller Textil AG)

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**Clariant – Exactly your chemistry**

Clariant is a global leader in the field of specialty chemicals. Strong business relationships, commitment to outstanding service and wide-ranging application know-how make Clariant a preferred partner for its customers.

Clariant is represented globally by more than 100 group companies and employs about 17,500 people. Headquartered in Muttenz near Basel, Switzerland, it generated sales of CHF 6.6 billion in 2009. Clariant is organized into ten Business Units: Additives; Detergents & Intermediates; Emulsions; Industrial & Consumer Specialties; Leather Services; Masterbatches; Oil & Mining Services; Paper Specialties; Pigments; and Textile Chemicals.

Clariant is committed to sustainable growth, which is derived from its own innovative strength. Clariant's world-class products and services play a key role in its customers' manufacturing processes or by adding value to their end products. The company's success is based on the know-how of its people and their ability to identify new customer needs at an early stage and develop innovative, efficient solutions.

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**[www.clariant.com](http://www.clariant.com)**

Since September 2007, Clariant International Ltd. and Schoeller Technologies AG have been working closely in a strategic partnership for NanoSphere®. Schoeller Technologies AG holds the corresponding patents and manages the marketing and the branding of the NanoSphere® brand. The Clariant textile business is responsible for production, worldwide sales and distribution as well as the transfer of knowledge and quality assurance to the licensed textile mills.

**[www.nano-sphere.ch](http://www.nano-sphere.ch)**

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