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Celanese in Asia  
塞拉尼斯在亚洲





As a leading global technology and specialty materials company, Celanese Corporation makes a broad range of products essential to everyday living. Based in Dallas, Texas, Celanese manufactures products in North America, Europe and Asia. Our products are found in many consumer and industrial applications and deliver value to customers around the globe with innovative solutions using best-in-class production technologies. These products are essential building blocks in the conveniences and components that make up modern life - everything from cell phones and food ingredients, to medical products, packaging, and vehicle parts.

Celanese is known for operational excellence, business strategy execution and premier safety performance. The company delivers earnings growth and increased value to customers, shareholders and employees around the world and anticipates its customers' needs to generate results with a sense of urgency.

World-class scientists, engineers, operators and professionals help drive the growth of Celanese; and these individuals are spread across the globe representing diverse backgrounds, languages and cultures. But in the Celanese culture, employees are bound together by their commitment to clearly defined values and principles.

To achieve its high-performance standards, Celanese protects the health of its employees, ensures the safe operation of its facilities and processes, and preserves and protects the environments in which employees work and live. Additionally, the company's performance-based culture empowers employees through open communications, resources for personal development and challenging and rewarding career opportunities.

作为全球领先的化工技术与特种材料公司，塞拉尼斯的产品与生活息息相关。公司总部位于美国德克萨斯州达拉斯市。我们的产品在北美、欧洲和亚洲制造，被广泛应用于工业和消费领域。塞拉尼斯通过首屈一指的生产技术、创新的解决方案为世界各地的客户创造价值。这些产品是现代生活不可或缺的组成部分，从手机、食品添加剂、医药、包装到汽车零部件等等，为人们的生活带来便利。

塞拉尼斯素以卓越经营、卓有成效的商业战略和顶尖的安全表现而著称。公司持续推动营收增长，为其遍及全球的客户、股东和员工提升价值。我们时刻怀有紧迫感，想客户所想，应其所需，落实成果。

世界一流的科学家、工程师、操作员和专家积极推动着公司的成长。这些员工分布在全球各地，尽管有着不同的经历、语言和文化，但都秉持塞拉尼斯明确的价值观和准则，并由此紧密相连。

塞拉尼斯对自己高标准、严要求，保护员工的健康、确保生产设备和工艺流程的安全运行，并为员工工作和生活的环境提供保障。此外，公司以绩效为基础的文化也驱使员工进行开诚布公的交流，为员工提供个人发展的资源，以及挑战和回报并存的职业契机。

# CELANESE – A Leading Global Technology & Specialty Materials Company

## 塞拉尼斯 – 全球领先的化工技术与特种材料公司



### Celanese's Four Business Segments

#### 塞拉尼斯的四大业务板块



Acetyl Intermediates  
乙酰基中间体



Industrial Specialties  
特种工业品



Consumer Specialties  
特种消费品



Advanced Engineered Materials  
高性能工程材料





## Asia Focus 聚焦亚洲

Asia is a critical focus area for Celanese. In 1997, Celanese began to build the wholly-owned chemical plant in Singapore to supply Asia market.

Celanese has been doing business in China since the 1960s, and in the late 1980s, Celanese began to invest in China by the establishment of joint ventures with Chinese partners.

Celanese (China) Holding Co. Ltd was established in 2004 to manage Celanese investments in China and product sales from all business segments. The last few years has seen tremendous development for Celanese China. All of the Celanese major businesses have started to operate in China and the number of employees has been rising continuously. In 2007, Celanese relocated the strategic management of its Acetyls business to Shanghai, to manage acetyls' global business functions as well as to bear overall responsibility for Asia. In September 2007, Celanese's wholly-owned integrated chemical complex was officially opened in Nanjing, including seven production units that adopt Celanese's best-in-class technology. In 2010, Celanese Shanghai Commercial and Technology Center was established that combines company's Asia businesses, customer application development and research and development center.

Asia is a very important market for Celanese. It is a key link in our global business strategy and a significant contributor to our growth and development. With leading technology, a growth focused strategy, a strong business portfolio and excellent professionals, Celanese is becoming the premier chemical company.

Asia is a critical focus area for Celanese  
亚洲是塞拉尼斯战略发展的重要市场之一



亚洲是塞拉尼斯战略发展的重要市场之一。1997年塞拉尼斯在新加坡建造了全资的化工厂，为亚洲市场提供产品。

公司自1960年起即在中国开展业务。80年代后期，塞拉尼斯开始在中国投资，与中国合作伙伴建立合资企业。

2004年塞拉尼斯（中国）投资有限公司正式成立，管理公司在中国的各项投资和业务。在这短短的几年间，塞拉尼斯在中国发展迅猛，公司主要业务在当地都有经营，员工队伍不断壮大。2007年，公司将乙酰基业务营运总部从美国迁往上海，管理全球乙酰基业务。同年，塞拉尼斯在中国的全资实体即塞拉尼斯南京一体化化工基地建成，座拥7套装置，该基地采用了塞拉尼斯最先进的技术和管理理念，是塞拉尼斯在亚洲发展的重要里程碑。2010年底，塞拉尼斯上海商务技术中心建成，将公司业务与客户应用开发和研发中心全面整合在一起，以应对快速发展的亚洲市场，更好地服务亚洲客户。

对塞拉尼斯而言，亚洲的重要战略意义不仅在于它是我们全球发展战略上的关键一环，同时也是公司未来发展的重要动力。凭借一流的生产技术，专注增长的战略，强势的市场地位和优秀的专业人才，塞拉尼斯正在向全球顶尖化工企业迈进。



# Footprint in Asia

## 亚洲布局

### Joint Ventures

Celanese's first business partner in China was China National Tobacco Corp. This partnership was established 20 years ago and has three manufacturing bases in Nantong, Zhuhai and Kunming to produce acetate tow and flake. The three facilities hold a major market position in China's tow market.

Ticona Engineering Polymers, a business of Celanese, also has several equity affiliates in Japan, Korea, Malaysia, Taiwan and Nantong, China.

### 合资企业

塞拉尼斯在中国最早的合作伙伴是中国烟草总公司，20年前双方即开始合作建立醋酸纤维公司，先后在南通、珠海和昆明建厂，生产醋酸纤维丝束和醋酸纤维素片。这三家公司在中国的烟用醋酸纤维丝束市场占主要地位。

此外，塞拉尼斯旗下的工程塑料业务 - 泰科纳在日本、韩国、马来西亚和中国的台湾、南通等地有股权关联企业。

### Celanese Singapore Facilities

The Singapore acetyls facility was Celanese's first in Asia. The plant, located on Jurong Island, began operations in 1997 with VAM production, then expanded to acetic acid and acetate esters in 2000.

The three plants have capacities of 200,000 metric tons vinyl acetate monomer, 100,000 metric tons acetate esters and 600,000 metric tons acetic acid. The acetate esters unit produces ethyl acetate and butyl acetate. These plants are among the most efficient and technologically advanced in the world and represent a strategic foothold in Celanese's Asian manufacturing operations.

Situated on the southern tip of Malay Peninsula, Singapore is the world's busiest port, giving it access to both raw material suppliers and customers. The country also has a supportive government and an educated population from which to draw employees.

### 塞拉尼斯新加坡生产基地

塞拉尼斯新加坡生产基地是塞拉尼斯在亚洲的首个生产基地，该基地坐落于裕廊岛。1997年，该基地醋酸乙烯生产装置正式运营，2000年，醋酸装置和醋酸酯装置正式运营。

基地现有的三套装置分别为20万吨的醋酸乙烯单体装置，10万吨的醋酸酯装置和60万吨的醋酸装置。醋酸酯装置生产醋酸乙酯和醋酸丁酯。塞拉尼斯的生产设施以先进技术和出色能效见长，代表了世界的领先水平，也是塞拉尼斯在亚洲生产运营的战略部署。

新加坡坐落于马来半岛的最南端，是世界最繁忙的港口，这也使得新加坡更贴近原材料供应商和客户。新加坡同时享有政府的支持和大批的高等教育人才，为企业用工提供便利。

Nantong Fibers Company  
南通醋纤厂

Zhuhai Fibers Company  
珠海醋纤厂

Kunming Fibers Company  
昆明醋纤厂

Singapore Facilities  
新加坡生产基地

Nanjing Integrated Chemical Complex  
南京一体化化工基地





# Footprint in Asia

## 亚洲布局

### Celanese Shanghai Commercial and Technology Center

Celanese started its key project - SCTC (Shanghai Commercial and Technology Center) from 2008 in Shanghai Zhang Jiang Hi-Tech Park. It is a complex entity with its Research & Development and commercial business. Integrating the business in Asia as well as the R&D center for Ticona and Emulsion businesses, SCTC provides world-class service to Celanese's customers by full use of its hi-tech and world-class infrastructure.

The SCTC, covering an area over 12,600m<sup>2</sup>, was completed at the end of 2010 and began operations in 2011. In this new entity, more than 300 Celanese scientists, engineers and technicians work together to speed up the pace for Celanese's technology innovation to provide even better service to its customers by shorter delivery times, greater flexibility as well as price advantage.

### 塞拉尼斯上海商务技术中心

2008年，塞拉尼斯在上海张江高科技园区内启动建造塞拉尼斯上海商务技术中心。此中心集研发和营销于一体，整合塞拉尼斯亚洲区各个业务部门以及聚合物乳液和泰科纳高性能工程材料的客户应用及研发中心。塞拉尼斯上海商务技术中心充分利用其出色的高新基础设施为我们的客户提供世界级的服务。

该项目在2010年底完工，2011年1月正式运行。这一占地超过12600平方米的综合性实体集聚了300多位塞拉尼斯的科学家、设计工程师和技术专家，齐心协力，加速塞拉尼斯技术创新，以更短的交货时间、更大的弹性和价格优势，为客户提供更好的服务；创造更多的附加值；推动塞拉尼斯向全球顶尖化工企业迈进。



Nanjing Integrated Chemical Complex  
南京一体化化工基地

### Celanese Nanjing Integrated Chemical Complex

Celanese's wholly owned, integrated chemical complex is located at the Nanjing Chemical Industrial Park, north of the Yangtze River. Construction of the complex began in 2004. In September 2007, Celanese officially announced the opening of the complex. The Nanjing Complex is Celanese's largest integrated complex in the world. The complex, with Celanese's leading technologies and highest environmental and safety standards, is an exciting new investment and marks a major milestone for Celanese's operations in China and Asia.

The complex includes seven units. The acetic acid and emulsions facilities were put into commercial production in 2007. The vinyl acetate monomer, acetic anhydride, Celstran® long fiber-reinforced thermoplastic (LFRT), and GUR® ultra-high molecular weight polyethylene (UHMW-PE) were put into commercial production in 2008. The complex has world-class acetyl technology and its acetic acid unit is currently the largest manufacturing unit in the world with annual capacity of 1,200,000 metric tons.

This complex underscores our long-term commitment to investing in the Asia market, and China in particular, and will further enhance Celanese's capabilities to better meet the growing needs of its customers in a number of industries across Asia.

### 塞拉尼斯南京一体化化工基地

塞拉尼斯在华独资企业 - 塞拉尼斯南京一体化化工基地 - 坐落于南京化学工业园区，该基地于2004年开始建造，2007年9月正式竣工开业。塞拉尼斯南京一体化化工基地采用塞拉尼斯全球最先进的技术以及最高环境与安全标准，是塞拉尼斯全球最大的化工基地。

该基地坐拥7套装置。2007年醋酸和醋酸乙烯-乙烯共聚乳液已投入商业生产，而醋酸乙烯单体、醋酐、长纤增强热塑性塑料以及超高分子量聚乙烯装置于2008年投入商业生产。基地采用世界一流的乙酰基技术，其醋酸装置是目前世界最大的装置，年产能达120万吨。

南京一体化化工基地的建成体现了塞拉尼斯对亚洲市场，尤其是对中国市场的长期承诺，它将大幅提升塞拉尼斯的生产能力，更好地满足亚太地区各行各业和不同客户群不断增长的需求。

### Celanese Nanjing Integrated Chemical Complex Includes Seven Units

#### 塞拉尼斯南京一体化化工基地的七套装置



Acetic Acid  
醋酸



Celstran® Long Fiber-reinforced Thermoplastic (LFRT)  
长纤增强热塑性塑料



Vinyl Acetate Monomer  
醋酸乙烯单体



GUR® Ultra-high Molecular Weight Polyethylene (UHMW-PE)  
超高分子量聚乙烯



Acetic Anhydride  
醋酐



Vinyl Acetate Emulsions  
醋酸乙烯-乙烯共聚乳液



Polymer Compounding  
混配改性



# Our Businesses 我们的业务

**Major Products:**  
Acetic Acid, Vinyl Acetate Monomer and Value-added Derivatives

**主要产品：**  
醋酸，醋酸乙烯单体，增值衍生品

**Major End-Use Markets:**  
Paints, Adhesives, Coatings, Fibers, Pharmaceuticals

**主要终端市场：**  
油漆、粘合剂、涂料、纤维、药品

## Acetyl Intermediates

The Acetyl Intermediates segment, representing more than 40% of Celanese's total net sales, includes acetyl products such as acetic acid, vinyl acetate monomer (VAM), acetic anhydride, and other acetyl derivatives. With decades of experience, focused R&D, advanced process technology and favorable production costs, Celanese is the leading global producer of acetic acid and the world's largest producer of vinyl acetate monomer.

In 2007, Celanese Acetyl Intermediates moved its headquarters from Dallas, Texas, to Shanghai, China, bringing the business leadership closer to the growing customer base in the Asian market. In addition, Celanese confirmed its commitment to remain one of the leaders of the growing Chinese acetyl market when the company successfully began production of acetic acid at the new 600,000 ton production site at Nanjing, China. In 2008, Celanese began production of both a 300,000 ton VAM facility and a 100,000 ton acetic anhydride facility. In late 2009, Celanese successfully expanded the acetic acid plant to what is now 1,200,000 tons utilizing the company's patented advanced technology.

Celanese continues to exhibit a commitment to enhancing its world-scale acetyls technology as evidenced by the 2009 announcement that it can now get up to 1,500,000 tons of capacity from one acetic acid facility. The new technology, known as AOPlus®2, builds on the industry benchmark with the ability to increase acetic acid production from its current capacity of 1.2 million tons per reactor to approximately 1.5 million tons at a fraction of the cost of a new facility. This technology is applicable to existing and new greenfield units. Celanese is committed to remaining the world leader in acetyls production and is focused on enhancing its position in China.

In late 2010, Celanese announced its intention to construct manufacturing facilities in China and the U.S. to utilize recently-developed advanced technology for the production of ethanol for chemical applications and other industrial uses. Celanese's innovative process technology builds on the company's industry-leading acetyl platform and integrates new technologies to produce ethanol using basic hydrocarbon feedstocks such as coal and natural gas.

## 乙酰基中间体

乙酰基中间体业务占公司净销售额的40%多，其产品有醋酸、醋酸乙烯单体、醋酐和其它乙酰基衍生品。凭借几十年的丰富经验、对研发的专注、先进的工艺技术以及有利的生产成本，塞拉尼斯已经成为全球领先的醋酸生产商和全球最大的醋酸乙烯生产商。

2007年，塞拉尼斯乙酰基中间体部门把总部从德克萨斯州的达拉斯移师到上海，使该业务管理层与亚洲市场日渐壮大的客户群离得更近。塞拉尼斯在南京工厂年产六十万吨醋酸装置的成功投产更进一步确立了我们成为中国这个正在成长的乙酰基市场的领先者地位。2008年，我们启动了30万吨的醋酸乙烯装置和10万吨的醋酐装置。在2009年末，利用公司的专有技术，我们成功地对醋酸装置进行扩产，使其年产能达到120万吨。

塞拉尼斯不断改进其世界一流的乙酰基技术，2009年公司宣布一套醋酸装置的产能可达到150万吨，就是很好的佐证。AOPlus®2创新技术使得只需要花费很少一部分资金（与建造一个新装置相比），就能将醋酸装置单个反应器的产能从120万吨提升到150万吨。该技术可满足已有和新的绿色化工的要求。塞拉尼斯致力于在乙酰基生产领域保持世界领先的地位，并专注于在中国的增长。

2010年底，塞拉尼斯宣布计划在中国和美国建造生产设施，采用新近研发的先进技术生产工业用乙醇。这项创新工艺技术建立在塞拉尼斯行业领先的乙酰基技术平台上，并结合了新技术，以基础碳氢化合物如煤、天然气等为原料生产乙醇。



# Our Businesses

## 我们的业务

### Advanced Engineered Materials

The Advanced Engineered Materials segment is an important and growing business of Celanese, including the Ticona Engineering Polymers businesses and strategic affiliates. Ticona, the engineering polymers business of Celanese, produces and markets a comprehensive portfolio of products for use in demanding applications. A major advantage customers derive from working closely with Ticona is the vast polymer science and application experience they can tap into to develop eco-friendly innovations.

As a global engineering polymers leader, Ticona has established deep relationships with original equipment manufacturers (OEMs) and tier one suppliers throughout the Americas and Europe. These relationships put the company in a unique position to help its customers in China and Asia rapidly leverage technology that will serve their local customer base.

Ticona is making a series of multi-year investments in China that will provide technical resources and development facilities focused on customer application development, along with regional world-scale monomer, polymer and compounding production facilities that will enable customers in Asia to accelerate their growth.

### 高性能工程材料

高性能工程材料是塞拉尼斯一个重要的增长业务，包括泰科纳工程塑料业务及股权关联企业。泰科纳是塞拉尼斯旗下的全资子公司，生产和经销广泛的产品系列，满足高要求的应用。与泰科纳的密切合作使得客户能借助泰科纳强大的聚合物科技与应用经验的优势开发益于环保的创新型产品。

作为全球领先者，泰科纳与美洲和欧洲的总装厂商和系统部件供应商建立了深厚的关系，这些关系使泰科纳享有独特市场地位并能有效协助中国和亚洲客户快速进行技术转移，以服务他们的本地客户。

泰科纳在中国正进行着一系列的长期投资，这些投资项目将提供围绕客户应用开发的技术资源和开发设施，并与其在亚洲建造的世界级单体、聚合物和混配生产装置一起，为亚洲客户业务的快速发展提供有效的推动力。



**Major Products:**  
Engineering Polymers: Celanex® PBT, Hostaform®/Celcon® POM, Celstran® LFRT, Fortron® PPS, GUR® UHMW-PE, Impet® PET, Riteflex® TPC-ET, Vandar® PBT, Vectra®/Zenite® LCP and Thermx® PCT.

**主要产品：**  
高性能工程塑料：Celanex®热塑性聚酯, Hostaform®/Celcon®共聚甲醛, Celstran®长纤维增强热塑性塑料, Fortron®聚苯硫醚, GUR®超高分子量聚乙烯, Impet®热塑性聚酯, Riteflex®热塑性聚酯弹性体, Vandar®热塑性聚酯合金, Vectra®/Zenite®液晶聚合物, 和 Thermx® PCT高性能聚酯树脂。

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Fortron是Fortron Industries LLC的注册商标。

**Major End-Use Markets:**  
Automotive, Aerospace, Electrical & Electronic, Medical, Appliance, Information Technology, Communications and Consumer

**主要终端市场：**  
汽车、航空、电子电气、医疗、家用电器、信息技术、通讯、消费品



# Our Businesses

## 我们的业务

### Industrial Specialties

The Industrial Specialties segment of Celanese includes our Emulsion Polymers and EVA Performance Polymers businesses.

**Emulsion Polymers** manufactures and markets its broad range of emulsions globally. The business is best known for its vinyl acetate/ethylene (VAE) emulsions, though the business has a long history in developing and producing vinyl acetate homo- and co-polymers as well as pure acrylic and acrylic-based emulsions. There are many applications for emulsions including paints and coatings, adhesives, glass fiber, building and construction materials, nonwovens, paper and more.

Emulsion Polymers operates manufacturing facilities and technology centers in all of the major regions of the world. The plant in Nanjing, China, became operational in late 2007, and utilizes best-in-class technology. In October 2009, Celanese announced a major expansion to the emulsions plant that is slated to be completed in 2011, and will double the VAE capacity. The global research and development facility is located in Frankfurt, Germany, but emulsion polymers are designed to each region's local technical and marketing needs. Technical service and application testing is performed regionally and supported in China by the Shanghai Technology Center, which employs degreed experts with in-depth industry experience. Celanese Emulsion Polymers strives to become the partner of choice to our customers and help them drive value into their products which will be realized along the entire value chain.

### 特种工业品

塞拉尼斯的特种工业品业务板块包括聚合物乳液和EVA高性能工程聚合物业务。

**聚合物乳液** 部在高压聚合生产醋酸乙烯酯/乙烯（VAE）共聚物乳液方面拥有独一无二的技术和上游醋酸乙烯单体供应的整合优势，同时对于常压聚合的醋酸乙烯酯均聚物乳液及丙烯酸乳液的生产和技术方面也有深入的研究。塞拉尼斯聚合物乳液产品的生产和营销范围遍及全球，且广泛应用于油漆与涂料、粘合剂、玻璃纤维、建筑、纺织品和造纸等诸多领域。

塞拉尼斯聚合物乳液部在全球的主要地区都设有工厂和技术中心。建于南京的乳液联合生产装置采用世界级先进技术，于2007年末投入运行，并于2009年正式宣布将在2011年扩产，届时，VAE产能将提高一倍。我们的全球研发中心位于德国法兰克福，可根据各个地区的客户要求设计乳液配方。此外，我们的上海技术中心拥有经验丰富的资深行业技术专家，提供本地化技术服务和应用测试支持。塞拉尼斯聚合物乳液部努力成为客户的最佳合作伙伴，并帮助他们提升其产品价值。

#### Major Products:

Emulsions Polymers, Basic Polymers

#### 主要产品：

聚合物乳液，基础聚合物

#### Major End-Use Markets:

Paints and Coatings, Adhesives, Glass Fiber, Building and Construction, Nonwoven, Paper

#### 主要终端市场：

油漆和涂料、粘合剂、玻璃纤维、建筑、纺织品、造纸

The Celanese **EVA Performance Polymers** business manufactures a full line of high performance ethylene vinyl acetate (EVA) copolymers and low density polyethylene (LDPE) resins. Celanese is a leader in traditional applications for EVA copolymers (under its Ateva® brand name) and LDPE resins, including flexible packaging, lamination products, hot melt adhesives, medical tubing and automotive parts. Emerging markets for EVA copolymers include pharmaceutical and medical products, the solar energy industry and agricultural applications where precision performance and enhanced delivery are required.

塞拉尼斯 **EVA高性能聚合物** 业务生产各种乙烯 - 醋酸乙烯酯(EVA)共聚物和低密度聚乙烯(LDPE)树脂。塞拉尼斯是全球传统EVA共聚物和LDPE树脂应用领域的领导者，产品主要应用于软包装、层压产品、热熔胶、医疗管材及汽车零部件等。EVA高性能共聚物的新兴市场包括：药物和医疗产品、太阳能产业和农业应用，这些应用领域要求精确性能及更高的交付能力。

#### Major Products:

Ateva® EVA Copolymers, VitalDose™ Polymers, AgriDose™ Polymers

#### 主要产品：

Ateva® EVA共聚物，VitalDose™聚合物，AgriDose™聚合物

#### Major End-Use Markets:

Medical & Pharmaceutical, Thermal Lamination, Solar Cells, Hot Melt Adhesives, Flexible Packaging, Foam Applications, Plastics Molding, Automotive Applications and Compounding & Masterbatches

#### 主要终端市场：

医药、热迭材料、太阳能应用、热熔胶、软包装、泡沫材料应用、塑膜、汽车、混炼和母料等







Nutrinova is a leading international supplier of specialty ingredients for the food, beverage and pharmaceutical industries. Nutrinova produces and markets the high intensity sweetener Sunett® (Acesulfame K) and is one of the world's largest producers of sorbates used in food preservatives. An excellent blending agent, Sunett® has become a key ingredient in the growth of zero/low calorie food and beverages with several large, multi-national producers.

诺维（Nutrinova）是世界领先的食物、饮料和医药行业添加剂供应商。诺维生产和销售高倍甜味剂Sunett®素力（安赛蜜），同时也是世界最大的食品防腐剂——山梨酸盐的生产商之一。作为一种优秀的甜味剂，安赛蜜正在被一些大型跨国企业视为关键原料用来生产日益增长的零/低热量食品和饮料。

Major Products:  
Sweeteners and Preservatives

Major End-Use Markets:  
Beverages, Confections, Baked Goods, Dairy Products

主要产品：  
甜味剂和防腐剂

主要终端市场：  
饮料、糖果、烘焙食品、乳制品

# Our Businesses

## 我们的业务

### Consumer Specialties

The Consumer Specialties segment includes our Acetate Products and Nutrinova businesses. As specialty derivatives of acetyls, Consumer Specialties businesses have similar consumer and end-use dynamics.

Our **Acetate Products** segment is one of the world's largest producers of acetate tow, used primarily to make filter products. We build on our global acetate business with the acquisition of the acetate flake, tow and film business of Acetate Products Limited completed in early 2007. This acquisition improved the global footprint of our Acetate business. We also have three joint ventures with China National Tobacco Corp.

Celanese recently announced the further expansion of our strategic ventures in the growth region of China and will continue to bring value and provide competitive advantages for our multi-national customers.

### 特种消费品

特种消费品业务板块包括醋酸纤维业务和诺维（Nutrinova）业务。作为乙酰基的特种衍生品，特种消费品业务具有相似的消费者和终端应用。

塞拉尼斯的**醋酸纤维**业务是世界最大的醋纤丝束生产商之一，它的醋纤产品主要用来生产过滤产品。在全球醋酸纤维业务的基础上，我们于2007年初收购了醋酸纤维产品有限公司（Acetate Products Limited）的醋片、醋纤丝束和薄膜业务。此项收购加强了醋酸纤维业务的全球部署。我们还与中国烟草总公司在 中国建立了3家合资企业。

我们近期宣布了在中国进一步战略扩张计划，扩大合资企业的产能以满足快速增长的地区需求。我们将一如既往地为我们 的跨国客户提供具有价值的产品以提高其竞争优势。

Major Products:  
Acetate Tow and Acetate Flake

Major End-Use Markets:  
Filter Products

主要产品：  
醋酸纤维丝束和醋片

主要终端市场：  
过滤产品



# Our Values 我们的价值观

In pursuit of becoming the leading technology and specialty materials company, Celanese is guided by four core values:

塞拉尼斯以四项核心价值观作为指导，力争成为世界领先的化工技术与特种材料公司：

## Safety, Integrity & Responsibility

Commitment to the highest standards of safety, personal conduct and business integrity around the world.

### 安全至上、诚实守信、高度负责

致力于在全球恪守安全、个人行为和商业信誉的最高标准。

## Employee Opportunity & Development

Commitment to providing employees with challenging and rewarding work opportunities and to developing skills needed to excel in a global environment.

### 提供员工机会，关注员工发展

致力于为员工提供富有挑战和回报的工作机会，并培养员工在全球化环境中胜出所需的必要技能。

## Core Values 核心价值观

## Productivity, Performance & Results

Commitment to increasing the strength and value of our performance-driven company by using best-in-class processes, making fact-based decisions and setting the highest expectations for individual and company results.

### 提高效率，改进业绩，落实成果

作为业绩驱动型企业，塞拉尼斯致力于通过采用同业最佳流程，以客观事实为决策依据，对个人和公司业绩设定最高期望值，从而提升公司自身的实力和价值。

## Customer-Focused Growth & Innovation

Commitment to growing globally and profitably through innovative solutions that anticipate customers' needs and deliver value.

### 客户至上，创新增长

致力于通过创新解决方案，满足客户需求，创造价值，实现全球增长和盈利。

Celanese Shanghai Commercial and Technology Center  
塞拉尼斯上海商务技术中心





## Sustainability at Celanese 塞拉尼斯的可持续发展之道

*"Celanese is proud to serve as an example of how thoughtful, sustainable practices and sound business strategies can work together to reduce our corporation's environmental footprint while enhancing our financial performance."*

*Dave Weidman, Chairman and Chief Executive Officer*

*"塞拉尼斯周密细致的可持续发展实践配合完善的企业经营战略，双管齐下，不仅降低了公司经营活动对环境造成的影响，还提高了公司的经济效益，我们为自己起到的良好示范作用感到万分自豪。"*

塞拉尼斯董事会主席兼首席执行官 魏德曼

### Safety Leadership

Safety is a precondition for everything Celanese does as the company continues to seek ways to keep people, property and communities safe. Safety is one of the company's core values, and keeping safety at the forefront is accomplished through vigilance, prevention, training and awareness programs. OSHA (Occupational Safety and Health Administration) statistics shows that Celanese has become the leader among chemical industry peers in safety performance.

### Leading Technology

Celanese utilizes the world's leading technology and processes which help drive the achievement of the company's sustainability goals. Through the use of AOPlus™ Acetic Acid technology and VAntage Plus™ VAM technology, Celanese significantly reduces energy consumption, greenhouse gases, air emissions and waste generation, compared with other conventional technologies.

### Innovative Products

Celanese delivers product innovation - from low-VOC, low-odor products such as our EcoVAE® water-based emulsions to "green" solutions for extreme and mainstream plastics applications. These applications are delivering innovative technology advancements that enable customers to create high-quality, eco-friendly products.

### Environmental Protection

From air emissions and greenhouse gases (GHGs) to waste and water management, Celanese continues to reflect the company's core values by committing to long-term environmental stewardship. Since start-up, the Nanjing, China, manufacturing facility has experienced year-over-year improvement in the energy intensity of production for each of our major products. Through implementing many environmental projects, advanced process control tools and employee engagement, Celanese's Nanjing site has greatly reduced its environmental footprint. For example, in 2009 Celanese Nanjing site reduced chemical consumption by 300 tons and wastewater solids by 400 tons by optimizing its wastewater treatment.

## 塞拉尼斯的可持续发展之道主要表现在以下几个方面：

### 安全至上

塞拉尼斯始终把安全工作放在首位，并且一如既往地为员工、财产及社区安全提供有力保障。公司通过强化安全监管、落实安全预防、实施安全培训和提高安全认知等方式积极践行安全理念。据美国职业安全与健康管理局数据表明塞拉尼斯的安全表现位居化工业前列。

### 领先技术

塞拉尼斯采用世界一流的生产技术，不断改进，积极推动公司可持续发展目标的实现。塞拉尼斯的AOPlus™醋酸生产技术以及VAntage Plus™醋酸乙烯生产技术和全球最环保的技术之一，与传统工艺相比，大大减少了能耗、温室气体、废气和废物排放等。

### 创新产品

塞拉尼斯致力于产品创新，从EcoVAE®水性乳液等低VOC、低气味产品，到面对极端应用和主流塑料应用的“绿色”解决方案，可谓一应俱全。这些代表创新技术进步的应用产品有助于客户设计和开发高品质的生态友好型产品。

### 节能环保

塞拉尼斯不断将公司的核心价值观落实到节能降耗、废气排放、温室气体、废物管理和废水处理等工作之中，大力推动了公司的可持续发展。塞拉尼斯南京工厂自运营以来其主要产品在生产过程中的能源效率逐年提高，并通过开展多个项目，应用先进的工艺控制工具和员工的积极参与大幅降低对环境的影响。例如2009年，基地通过优化废水处理工艺降低了300吨的化学品消耗和400吨的固体悬浮物。



# Corporate Social Responsibility

## 塞拉尼斯的企业社会责任



### Celanese Corporate Social Responsibility (CSR) mainly focuses on four aspects: STEM (Science, Technology, Engineering, Math), Worker Safety, Global Week of Giving and Recycling.

In 2010, Celanese launched the global CSR effort "Celanese Connects," which aims to connect Celanese with supporting science, engineering and math education programs in the communities in which the company does business. Celanese China strongly supports the program by establishing scholarships in Beijing University and Nanjing University of Technology. The company also donated to the Spring Bud Program under Nanjing Women's Federation to support the students from needy families with their education.

Celanese is a heavily invested and involved member of the Chinese community, and is engaging with government officials and other chemical companies to promote responsible safety and environmental practices, contributing to the establishment of a sustainable chemical industry in China.

Celanese has established a CSR Steering Committee in Shanghai and Nanjing to design, drive and implement the company's activities. Through contributions of their time and efforts, the people of Celanese extend our closely held values into our communities by working toward a positive and lasting difference.

Celanese commits to Responsible Care®, the voluntary performance initiative of the global chemical industry. Celanese applies world class management systems to improve performance, safety and environmental metrics. In 2008, Celanese China signed the "Responsible Care Beijing Manifesto" organized by the Association of International Chemical Manufacturers (AICM), becoming one of the first companies that promoted Responsible Care in China.

### 塞拉尼斯的企业社会责任 (CSR) 活动主要集中在以下四个领域： 科学教育（科学、技术、工程和数学教育）、安全、员工志愿计划、循环利用。

2010年，塞拉尼斯全球启动了“橙意连心”项目，大力支持业务所在地的科学、工程和数学教育事业。塞拉尼斯中国也积极开展此项目，在北京大学和南京工业大学等高校都设立了奖学金。此外，公司大力支持南京市妇联的“春蕾计划”，帮助当地贫困学生完成学业。

塞拉尼斯积极投身于中国社区，主动与政府机构及其他化工公司开展合作，推广负责任的安全和环境管理体系，推动工艺过程安全理念，为构建可持续发展的中国化工行业添砖加瓦。

塞拉尼斯中国在上海、南京两地自发性地成立了CSR委员会，策划、推动和执行公司的企业社会责任活动，通过员工志愿投入时间和精力将公司的核心价值观融入到社区中，努力创造积极、持久的影响。

此外，塞拉尼斯是全球化工业开展的行业自律性计划——责任关怀®行动的一员。塞拉尼斯以世界一流的管理体系来规范自己，实现业绩、安全及环境表现的提升。2008年，塞拉尼斯签署了由国际化学品制造商协会（AICM）发起的“责任关怀北京宣言”，成为最早一批在中国推动责任关怀的跨国企业。