

The Beacon

Indorama Ventures Public Company Limited Incorporating **TPT** today 

Food Containers

We're closer than you think



Royal Remarks

Thailand's Royal Rainmaking



In the early 1960s, His Majesty King Bhumibol became interested in making rain to alleviate drought in various parts of Thailand and encouraged the government to help. In 1964, the late Dr. Mom Rachawong Debriddhi Devakul of the Ministry of Agriculture and Cooperatives, with his assistant, Metha

Rajatapiti, started preparatory studies of feasible cloud seeding techniques.

By July 1969, Debriddhi had commenced seeding clouds at Khao Yai National Park, Nakhon Ratchasima Province using a Cessna 180 light plane to seed clouds with dry ice. The first real success occurred over 14-15 January 1970 on an

area full of rice fields that were part of a Thai-Israel project, and the Khao Tao village reservoir one kilometre from the east coast in Hua Hin District.

ASEAN went on to designate Thailand the ASEAN Weather Modification Centre in 1997 and the country has trained specialists from Indonesia, Bangladesh, China, Malaysia, the Philippines,

Singapore and Sri Lanka on Royal Rainmaking techniques. Tanzania asked for and received royal permission for technology transfer. By 1999, the King had discovered a new technique that achieved better cloud density and thus rainfall, naming it his "Super Sandwich."

In 1999 also, Thailand was selected to host the Seventh International Weather Modification Summit where rainmaking was voted one of the two most outstanding global projects by international scientists. His Majesty's work on the Royal Rainmaking Project was recognized abroad also and he was awarded a Gold Medal with Mention at the Brussels Eureka Fair in 2001.

Editor's Note

As IVL, we have seen the growth of the company. In the growing Company, if we want to be successful, we have to think differently, do differently and learn new technique in both process technology and people/management knowledge.

William Shakespeare said: "Three things for getting success: ♦ Know more than others ♦ Work more than others ♦ Expect less than others."

Another good tip by Leo Tolstoy: "Everyone thinks of changing the world, but no one thinks of changing himself."

I hope you will enjoy reading all of our articles in this issue where we have various topics such as new technology, new design and people improvement techniques in the article "Achieve Higher Performance by Coaching."

Lastly I would like to use a quote by Mother Teresa "If we cannot love the person whom we see, how can we love god whom we cannot see?"

Sirima Phanomuppathamp
Editor

C O N T E N T S

Message from PET CEO	03
Cover Story	04
Innovation	05
ML Today - Business News	06-07
Business Culture	08
Good to Know	09
ML Activities	10-12
Art Imagine	13
EHS Explorer	14
HR - Knowledge Sharing	15
Alphapet Article	16
Cultural Interest	17
In the Vicinity	18
Employee Engagement	19

TPT Petrochemicals Public Company Limited

No. 3, I-7 Road, Map Ta Phut Industrial Estate
Tambol Map Ta Phut, Amphur Muang,
Rayong 21150 Thailand
Tel : +66 (0)38-683-288-98
Fax : +66 (0)38-683-300

Indorama Ventures Public Company Limited

75/102 Ocean Tower 2, 37th Floor
Soi Sukhumvit 19 (Wattana)
Bangkok 10110, Thailand
Telephone: +662 661 6661
Fax: +662 661 6664
Website: indoramaventures.com

Reference:

The Beacon is published every quarter to provide information about the company's news and activities to all stakeholders. Not for sale.

Executive Editors:

Mr. Richard Jones

Ms. Natnicha Kulcharattham

Editor:

Ms. Sirima Phanomuppathamp

Assistant Editor:

Ms. Naweensuda Krabuanrat

Editorial Staff:

Ms. Thanawan Tachatiarnjan

Mr. Saruny Samohbasa

Ms. Sayumporn Laovachirasuwan

Message from Mrs. Lohia



The past three months have certainly been very exciting for Indorama Ventures as a whole as we have increased our asset base from 3.2 million tons at the end of 2010 to 5.4 million tons as of the time of writing. The news of our most recent acquisitions in the USA, Mexico, Indonesia, Poland and China was globally reported. I would therefore like to take this opportunity to welcome so many new colleagues into the Indorama family. We have over 6,600 employees globally today and we are acutely aware of the importance of our employees to a sustainable future for the business and surrounding communities.

As a shareholder and executive in Indorama Ventures, I am interested not only in the bottom line, but in the contribution the company makes to the community and society as a whole. At Indorama Ventures, we want to become sustainable

through an integrated corporate social responsibility strategy that will benefit people both inside and outside the company.

I am pleased to see that the Beacon is gaining many readers across the globe and hope that it remains an interesting medium through which to follow our work and CSR activities too. This particular issue focuses on our packaging arm, Petform, which is a joint venture with the bottler of Pepsi in Thailand. Petform is the only downstream unit of Indorama Ventures making preforms, bottles and closures and in that respect is unique in our group. We also have articles on business culture, the beautiful city and surroundings of Querétaro in Mexico and one on Cryoviva, a personal project of mine to promote stem cell technology in Thailand. I hope you enjoy reading the magazine.

Message from G. L. Modi, Chief Operating Officer of the PET Business Division

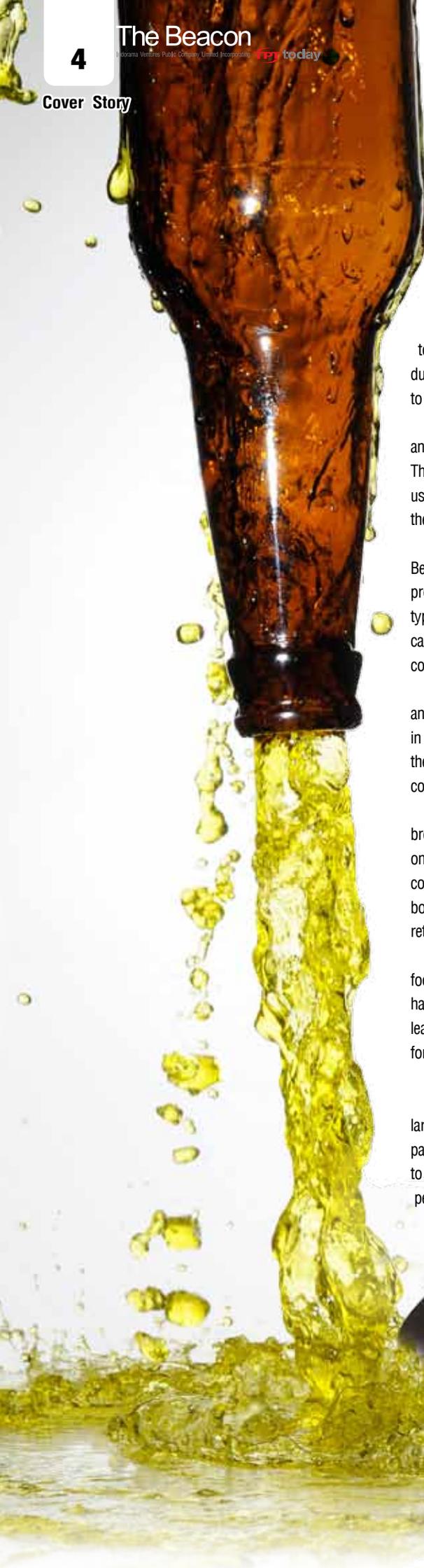
PET is the most versatile form of packaging material today and we usually do not even realize how close it is to our daily lives. The vast majority of the PET resin produced in the world goes into the manufacture of bottles for a variety of drinks, from pure drinking water to carbonated soft drinks. A small percent goes into other forms of packaging, like clear boxes for salads to films used to protect the screens of our mobile phones.

With focus on sustainability, drink's containers have had their walls made thinner, called lightweighting, so as to optimize on cost and environmental foot print and to ensure the efficiency of production. We at IVL truly understand our customers better than many in the industry

because we also make preforms and bottles at our Lopburi facility

Having acquired and built plants in all parts of the world we know that customers are looking to us to bring in the next generation of innovations in polymers and polyester fibers. With our recent acquisition in the USA of Auriga and the imminent acquisition of Trevira in Germany, we are geared up for innovation, recreating market needs, expressing value for knowledge, building a more vibrant infrastructure, and leveraging our culture of competitiveness to maintain a position of technological leadership in the Business.





Packaging Material of the Future

Polyethylene terephthalate (PET) can be amorphous (transparent) or semi-crystalline (opaque and white). The intrinsic qualities of PET are its durability and light weight compared to glass. PET allows cost savings to be realized across the supply chain and, in particular, during transportation, where it can save a substantial amount of fuel compared to glass due to its lightness.

PET has several advantages over other packaging materials in that not only is it the lightest and lowest cost, but it is also shatterproof, can hold liquids and solids and is safe to use. There are several reasons why PET makes for better packaging than traditional materials. PET uses less energy during manufacture than glass and aluminum and the process emits half of the greenhouse gases of aluminum and a quarter of glass.

In 2008, Sidel commissioned a Life Cycle Analysis (LCA) at the Martens brewery in Belgium, comparing glass, metal and PET packaging. The study looked at the impact of the production of 100 liters of beer in 50 cl packages. It compared filling beer into four different types of packaging: PET bottles with Sidel's Actis coating, long-neck glass bottles, aluminum cans and steel cans. The results showed that PET bottles have a lower carbon footprint when compared to glass.

PET is not just another plastic – it is safe to reuse and recycle; we can wash the bottle and fill it again any number of times without ill effect. Recycled PET is being used increasingly in bottles and retail packaging. Many people do not understand the implications of this when they throw bottles away. For instance, a pound of recycled PET saves 12,000 BTUs in energy compared to making new PET.

For fast moving consumer goods brands, PET packaging has the advantages of eliminating breakages in production during high speed filling and saves money by blowing bottles on-site from preforms, eliminating the need to transport heavy glass bottles. PET offers greater convenience to consumers too. Aluminum cans are only opened once and never resealed, while bottle caps require a bottle opener to remove. A screw cap neck means the liquid can be returned to the refrigerator for later consumption.

PET is closer to our lives than we think because it is such a low cost material that most food and beverage companies use it to package everyday items that we barely glance at. PET has taken market share in the bottled water market due to its good clarity and it does not leave a taste in the water. Nowadays, we find it as packaging for sports drinks, fruit juices, for cooking and salad oils, sauces and dressings.

Technology developments

PET has captured roughly 3-5% of the beer market according to market research. The largest market is Russia, which accounts for 60% of PET in the global beer market. In the past, PET was considered unsuitable for beer due to the material's permeability and sensitivity to oxygen and carbon dioxide. New barrier technology minimizes oxygen and carbon dioxide permeation and can preserve the flavor characteristics of beer in PET containers for up to six months. Consumer acceptance of plastic bottles maybe low today, but more concert venues and sport stadiums now serve beer in plastic bottles for safety reasons, so acceptability is likely to increase over time.

PACKAGING BUSINESS:

INNOVATIONS AND IMPROVEMENTS AT PETFORM



The packaging business of Indorama Ventures, called Petform, was founded in 1997 as a joint venture with SET listed company Serm Suk Plc to produce bottles and closures for Pepsico products in Thailand. As Indorama Ventures has a policy of continuous improvement, management and staff worked together to ensure that business keeps abreast of the latest technology as well as introducing their own innovations.

Improvements have been made to preform packing, with modified jumbo carton packaging to maximize space utilization in high cube containers. Preforms are the short tubes that are later blown into fully-formed bottles. The company found that using 40 feet high cubic containers helped to reduce the freight cost considerably as they take about 17-18% more preforms compared to a standard container. HC containers are available at the same freight cost as standard 40' containers for short distances or, at an marginal additional cost for further away.

USE OF PALLET CAGE PACKING

We now use foldable pallet cages in place of rigid metal frames as not only has this resulted in significant freight cost reduction but also helped in faster retrieval of empty pallet cages.

- In house development of Automatic Label Detection system for Bottles, stress crack test and base cooling equipment. We have designed and developed automatic label detection on Bottles at around 10% of the cost of available solution from European suppliers of blowing systems. This system enables automatic rejection

of unlabelled bottles without these getting mixed up with labeled bottles. Moreover, we have designed in house and developed locally the equipment used to perform a "stress crack test" on bottles for carbonated soft drinks (CSD) applications. Using this equipment, the bottles are pressurized using compressed air instead of chemical carbonation using Citric Acid and Sodium Hydrogen Carbonate. This has helped us to save chemicals worth about Baht 2 Million annually and reduced testing preparation time drastically.

- We have also developed a bottle base cooling solution along with our supplier, Sidel's, service team locally. The improved base cooling resulted in better bottle stress crack performance, thus improved shelf life for CSD bottles and achieving full rated blowing capacity while meeting tough performance criteria.

Further initiatives

To save packing and transportation costs for empty bottles, our packaging team developed and installed depalletisers at our customer's filling lines to facilitate the use of palletized bottles (instead of manually packed bottles in poly bags) and also increased two additional layers of bottles pallets to save packing and transport costs by about 30% for small bottles.

The Blowing Section Team of the Packaging Division received the 2nd prize for the QCC contest for all Indorama Group companies in Thailand for 2010. The team worked on the project to reduce label wastage using QCC concepts, which also helped in overall improvement of labeling quality and performance.

IVL Today

By March last, the company welcomed a whole new group of people into the Indorama Ventures family. Employees at the Spartanburg and Charlotte offices of what we now call Auriga, formerly part of INVISTA, were introduced to the top executives that help us run our U.S.A. business and there was a small video to show people what they were entering into by joining us – the world's largest Polyester Value Chain producer. People attending the meeting discovered (as did many of us in Thailand) that Auriga is a constellation in the northern sky. Its name is Latin for 'charioteer' and the word was chosen as it means good luck.

We also held an open meeting in Querétaro, Mexico, for our new family members there, and as we have an article on Querétaro in this issue, we hope readers will be pleased to read something about the historical city and state.

Other deals closed in these past months include the acquisition of two plants in Indonesia and one in Poland from

SK Chemicals and another in China, located at Kaiping in Guangdong. By the time this edition goes to press, we hope to see yet another key acquisition welcomed into the fold, Trevira in Germany. A well-known manufacturer of specialist fibers and yarns; that deal is expected for completion in the second quarter of the year.

The full year 2010 financial results for the company were a timely reminder that management always works hard to achieve success by focusing on operations. Sales were up 31% to US\$ 3,055 million with net profit up 137% to US\$333 million. These numbers are likely to grow this year as the new acquisitions of the first quarter begin to make an impact.

A word of sympathy here for our friends and colleagues at AlphaPet in Alabama, which suffered a catastrophe recently when hit by a series of tornadoes. Everyone's thoughts are with them as they try to overcome immense personal loss.



On April 1, 2011 Indorama Executives had a courtesy meeting with representatives of the South Carolina Government to introduce ourselves as the new investors of Auriga Polymers Inc at Spartanburg, South Carolina. Topics of discussion included Indorama's intention to make the site more competitive by capacity utilization and debottlenecking, investment in Research & Development and information on a project to change the feedstock. Governor was very receptive and encouraged us to consider South Carolina for all our future investments in the USA. In picture Hon. Nikki Haley, Governor of South Carolina (4th right) and Mr. D. K. Agarwal, CEO of PET & PTA Business (3rd right)



On February 7 2011, Mr. Lohia, Group CEO was awarded a certificate of thanks by H.E. the Prime Minister, Mr. Abhisit Vejjajiva for accepting the position of Honorary Investment Advisor to the

Board of Investment. Mr. Lohia will assist the BOI to attract more investment from India into Thailand.

Arteva Specialties representatives met the Thai Ambassador on March 7, 2011 at the Thai Embassy Mexico. Pictured from left to right Mr. Luis Flores, Querétaro PET Plant Manager; Mr. Manuel Vargas, VP Operations; Honorable Mr. Suvat Chirapant, Ambassador Extraordinary and Plenipotentiary of Thailand to the United Mexican States; and Mr. Luis Escamilla, HR Manager.



Mrs. Lohia received a certificate from the Ministry of Education on the occasion of her support for the Ministry of Education on April 1, 2011.



Mr. Alope Lohia (right) and Mr. Ashok Jain (left) presented the IVL Year End Result 2010 to journalists on February 22, 2011.



From April 12-15, 2011, executives and sales people from Indorama Ventures participated in the Index exhibition in Geneva, Switzerland to show a range of polyester fibers and yarns produced by the company.

The first Town Hall Meeting with Indorama Ventures Leaders



On Thursday, March 3, all employees got together in the Querétaro complex at noon for a small lunch. Employees and leaders had a pleasurable time eating and listening to live Mariachi music. After that, the leaders of Indorama Ventures led the first Town Hall Meeting to welcome the new employees to Indorama Ventures Family. Mr. Carlos Sierra, Vice President Mexico, opened the welcoming ceremony and presented the Indorama Ventures Leaders of North America. Mr. DK Agarwal, CEO PET & PTA Business, gave the IVL Corporate Overview. Mr. Hussam Awad, Sr. Vice President PET – North America, gave a brief welcoming message; and Mr. Shankar, Sr. Vice President Operations - North America, explained the Operational Plans & Policies for Mexico. During the ceremony, the new employees met the Indorama Ventures group through the corporate video and the growth of the company, through a video of Indorama Ventures. At the end of the event, all the employees received the welcoming message of Mr. Lohia and Mr. DK Agarwal in hard copy.



IVL closed a deal with Korea's SK Chemical Company Limited to acquire SK Eurochem in Poland, PT SK Keris, and its subsidiary PT SK Fibre, in Indonesia. The acquisitions consolidate Indorama Ventures position in the two important emerging markets of Eastern Europe and Southeast Asia with PET and Polyester Fibers and Yarns businesses. SK Eurochem is a 140,000 tons per annum PET manufacturing facility while SK Keris is a 160,000 tons per annum PET and Polyester Filament Yarn manufacturing facility and SK Fibre Indonesia is a Polyester Filament Yarn manufacturing facility with a capacity of 36,000 tons per annum.



On April 5, 2011 the Industrial Estate Authority of Thailand (IEAT) and Community Representatives from Map Ta Phut and Ban Chang came to visit Indorama Petrochem Limited (IRPL). The result was that IRPL obtained "Excellent" ratings in all criteria under the "Pollution Reduction and Mitigation Plan" of the IEAT. The evaluation fell into different categories, including water management; waste management; Air/ Noise management; VOCs, Nox, SO2, green area inside plant and working conditions; support to communities; performance of its pollution reduction plan and accuracy of relevant data and action following the advice of the EIA/ IEE Committee.



February 22, 2011 Mr. Mark Arnold (2nd left), President and CEO of Bank of Ayudhya PCL and Mr. Alope Lohia (2nd from right) signed a THB4.5

billion credit facility agreement to support Indorama Ventures in its growth plan. Witness to the signing was Mr. Charly Madan (left) Head of Corporate Banking and senior management of both companies. The signing was held at the Four Seasons Hotel, Bangkok.

February 22, 2011 Mr. Mark Arnold (2nd left), President and CEO of Bank of Ayudhya PCL and Mr. Alope Lohia (2nd from right) signed a THB4.5 billion credit facility agreement to support Indorama Ventures in its growth plan. Witness to the signing was Mr. Charly Madan (left) Head of Corporate Banking and senior management of both companies. The signing was held at the Four Seasons Hotel, Bangkok.



Vinod Gupta

It is with sadness that we note the passing away of Mr. Vinod Gupta on March 30, 2011. Mr. Gupta was well loved by his colleagues and the news that he had passed away while on sick leave in India came as a great shock to us all. Active and highly intelligent, he befriended businessmen and diplomats alike, willing to accommodate all requests and denying no one his help and assistance. He will be sorely missed.

Case Studies in Culture



It often surprises people who assume that what is considered normal in their culture is not the norm in other cultures. Yet trying to be overly sensitive in a different culture without using common sense can also cause problems. I remember visiting a friend of mine in Bangkok who owned a private language school. He had the habit of dragging in passing Westerners to chat with his English students in exchange for a cup of coffee and some biscuits.

On one visit he had pulled in a young American who was looking panicked at the sight of a semi-circle of mostly Thai ladies who were waiting to practice their English on him. He said he did not want to commit any cultural errors and was rather anxious not to upset anyone. He sat down nervously. Being Thai students, they had been taught a series of inoffensive questions.

“Do you like Thailand?” they asked.

“Well,” he answered, “I have not been here long enough to form an opinion.”

The ladies looked confused as the correct answer was obviously supposed to be yes, as they had been taught.

“Do you like Thai food?” they demanded.

“I must admit I have not tried that much to form an opinion, but some of it is good.”

The ladies looked even more puzzled by his avoidance of the “correct” answer, that he should obviously love Thai food.

One woman peered at him as he started to rock backwards

on his chair.

“Do you like Thai girls?” she asked him.

I suppose he feared being labeled some kind of sex tourist because he went white and stammered “No, of course not!”

His inquisitor was aghast and with everyone’s mouth open, she asked, “Oh! So you like Thai BOYS then?”

At which point he fell backwards from his chair.

This anecdote tells us that being sensitive is not enough but actually listening is more important; do not just assume something.

Physical culture is another idiosyncrasy we have to watch out for in business. As a rule, I would say physical proximity is a matter of culture. In Asia, people stand closer when they speak and physical contact by men is a normal sign of friendliness that would not be acceptable in Western cultures. I will never forget the time a Thai gentleman I know invited me and an English friend, just arrived in Bangkok, out to dinner and drinks. We had a fine time and at the end of the evening, we were sitting on a sofa in a wine bar and my Thai friend casually put his hand on the thigh of the Englishman and asked him if he had had a good time. Through gritted teeth, the Englishman replied, “If you don’t take your hand off my leg I am going to break every finger on it.”

It took some time for me to explain to one that in Asia casual physical contact had no meaning and to the other that Englishmen rarely touch each other in public.





Lifeline for A Lifetime



Most of you probably know that the umbilical cord is the vital lifeline that links the expecting mother to the baby which is growing in her womb. This umbilical cord is the source through which the baby is nurtured with food and oxygen. In the past, this umbilical cord was considered a medical waste which was thrown away after the mother gave birth to the child. However, as a result of medical advancements, we now know that the umbilical cord is a rich source of stem cells that can be used to treat a number of life threatening diseases.

Stem Cells are naive undifferentiated cells present in our body which have the ability to multiply and differentiate into specific cell types. Umbilical cord blood stem cells can differentiate into hematopoietic (blood) cells. Cord blood stem cells are a major source of hematopoietic stem cells and are mostly used to help regenerate a patient's blood and immune system. After the existing immune system is weakened by chemotherapy and radiation, an infusion of stem cells or a stem cell transplant is performed. Healthy stem cells then migrate to the patient's marrow where they multiply and regenerate all the cells to create a new immunity and blood system for the patient and begin normal production of blood cells.

Currently, we can use cord blood stem cells to cure over 80 life-threatening diseases. Clinical trials also show promise that cord blood stem cells could be used for the treatment of diabetes, heart disease, spinal cord injury, and a number of other diseases and disorders not too far in the future.

Collecting your baby's precious cord blood stem cells is an easy, painless, non-invasive and a "Once in a Lifetime" opportunity. There is also a 1 in 4 chance that your baby's stored stem cells can be used for the baby's siblings.

Cryoviva (Thailand) Ltd., a company that is promoted by the major shareholders of Indorama Ventures, is a private cord blood bank which has been made possible through the collaborative efforts of leading global organizations, having a

fully-integrated facility with state-of-art technology under license from Lifeforce Cryobanks USA, which has been accredited by AABB and USFDA and is a member of the National Marrow Donor Program (NMDP). Cryoviva is ISO 9001: 2008 certified and the first and only cord blood bank in Thailand to be accredited by the American Association of Blood Banks (AABB).

For more information, please visit www.cryoviva.com, www.facebook.com/cryoviva or contact our Call Center: 1-800-545-555, 085-264-0814 (24 hrs.).



Art Imagine

Dear Reader...

Welcome back to "Art Imagine." We hope that those of you living in countries where the weather is rather cold take good care of your health.

This time we arranged the painting contest at Wat Koh School (Krim-Kumphon) in the topic "Beautiful World by our hands" This time we wanted to see young students share their ideas on how to make the world more livable. Some of the students had very different idea. So, are we

ready to see these young artists' pictures? Let's take a look!

Thanks to Mr. Jarean Maruang, the Director of Wat Koh School (Krim-Kumphon) and teachers who gave us a warm welcome and provided facilities.

Contact: Wat Koh School (Krim-Kumphon) Moo 1, Tambon Nong Ta-Phan, Amphur Ban Khai, Rayong 21120
Tel: 038 875218

1

Mr.Narunart Sodsai



2

Ms.Sathinee Soonthornsawat



3

Ms. Kulanid Ubonprasert



IVL Activities



On Children's Day, our representative from Asia Pet Mr. Supit Sangpaksa, donated 113 toys worth 2,000 Baht to Mr. Suthep Pongchat, Director,

Khaosamorkorn Wittaya School, Tha-Klong on January 7, 2011.



Indorama Petrochem led by Mr. P.C. Gupta, President donated books and bookshelves to Mr. Pathinya Phoophum Director of non-formal education at Ban Chang district library on February 2011.



Indorama Petrochem, accompanied Ban Chang municipality, held Children's Day celebrations and donated gifts to Ban Payoon, Klong Bang Pai and Watprachummit School at Ban Chang municipality stadium on January 7, 2011. Pictured from left are Mr. Preecha Boonyathai Mr. Suchin Phoonhiran (Sub district headman of Ban Chang), Ms. Patumnapa Wongkaew Mr. Niruth Thammasunthorn (Director of Ban Payoon School), Mr. Kunchit Kumya.



Aurus Specialty staff led by Mr. Weeraphan Pinleam, HR Manager, donated books and bookshelves to Mr. Pattana Petchrakotchit, Director of non-formal education at Kangkoi district library, Saraburi Province, on April 21, 2011.



On January 15, Indorama Ventures PET Division donated first AID kit boxes and bed sets including pillows, mattresses and blankets to Ban Kaotian Mitrapap 134 School. Mr. Chatree Thamtueros represented the school.



Mrs. Natnicha Kulcharattham, HR and PA Senior Manager with TPT Petrochemicals team donated books and bookshelves to Rayong Library.



IPI (Rayong) led by Mr. Ashok Arora, Senior Vice President Operations, donated 5,000 Baht to Ms. Ratchanee Wongdonma / DTY division as her family were affected by flooding at South on April 12, 2011



Mr. Ramesh Narsinghpura representing IVL (left) donated 500,000 Baht for the campaign "Together we Share" for tsunami and earth quake victims in Japan. Dr. Vichit Surapongchai, Chairman of Executive Committee (right) represented SCB to receive the money on March 24, 2011



Mr. Somdej Chaisurin the representative from IPI (Rayong) donated sewing machine to Mr. Pairoj Suwanvichit head of Nongnumyen community (3rd right) in order to support people earnings on February 21, 2011.



Indorama Textiles (IRT) and Indorama Holdings (IRH) received the top award of the AIDS and TB - response Standard Organization Certification ASO-T Thailand Platinum, organized by The Department of Labour Protection and Welfare, Ministry of Labour and the Department of Disease Control, Ministry of Public Health. The Award Ceremony was on February 4, 2011 at Monnipa Seminar Centre in Lopburi, and was presented by Labour Chief Mr. Ampol Kaenjaroen.



Ms. Nattaporn Wongchestha, Managing Director of The Nation, received money to support a Book Donation Project from Mr. Richard Jones, representing Indorama Ventures.



The representative of Indorama Lopburi Mr. Umesh Chandra received a Shield of appreciation from the Deputy Governor on Feb 28 2011 on the occasion of Indorama Lopburi donating money for the Wang Narai Festival 2011.



Ms. Kasorn Thongmark (7th left) the representative from Indorama Holdings and Ms. Nuttha from Petform (8th right) received the Outstanding Women's Award from the Governor of Lopburi Mr. Chatchai Promlert on International Women's Day 2011.



Indorama Holdings arranged voting for the election welfare and safety committee on January 8, 2011. The result was that Ms. Kwannat Chenthai (Welfare committee) got the highest score of 285 and Tippaya Tapsin (Safety Committee) was a close runner up with 252.



Khun Prapai Palakawong Na Ayuthaya, Sr. Manager (Personnel & Administration) from Indorama Polyester Industries received the Outstanding Women Award, Management category on International Women's Day from Mr. Chidphon Ritprasart, Nakhon Pathom Governor, March 8, 2011.



The CSR committee team from Indorama Polyester Industries in cooperation with the Department of Fisheries Nakhon Pathom Province, village leaders, village headmen and community people joined to release fish into the Tha Jeen River in order to increase the creature in ecosystem on March 23, 2011.



Indorama Lopburi celebrated the Indian festival of colours 'HOLI' on the factory lawn March 20, 2011. There was lot of colour and vibrancy and all families had a good time.



IPI (Rayong) volunteer staff grow the trees in the mangrove forest in order to increase the green and concern environment problem on February 12, 2011.



Mr. Ravi Shankar Head of QC HOD Department from IPI (Rayong) take a led with their staff to clean the beach at Tambon Pak Nam on February 12, 2011.



A representative from TPT Petrochemicals Mr. Kerdpong Kerdyoo, GA manager (2nd from right) donated money to Mrs. Montha Pranutnorrarn, Governor of the Industrial Estate Authority of Thailand (3rd from right) who was the Chairman of the Islamic ceremony to support scholarships and reconstruct a Mosque for the Islamic community on April 1, 2011.



Mr. Markandey Shukla, Vice President Commercial (5th right) of IPI (Rayong) welcomed Mr. Thawil Phothibuathong, Map Ta Phut Mayor (4th right) and team on March 25, 2011



IPI (Rayong) welcomed students from Jaipuria Institute of Management India with specialization in MBA on 25 March, 2011



Head office Bangkok held the 2nd Breast Cancer session for Indian's wives on February 24 2011.



On 31 March, 2011 Mr. Kerdpong Kerdyoo (3rd left), GA Manager represented TPT Petrochemicals Plc. donate money to Fr. Peter Khakhawi Sengcharoen (4th left), Director of the Camillain Social Center to supported the lunch program for HIV/ AIDs people that located at Huaypong, Rayong



Mr. Ashok Arora from IPI Rayong and Ms. Prapai Palakawong Na Ayuthaya from IPI(Nakhon Pathom) joined the CSR-DIW Signing ceremony at Grand Four Wings Hotel Bangkok on April 20-21, 2011.



A representative from Arteva Specialties visited H.E. Suvat Chirapant, Ambassador Extraordinary and Plenipotentiary of Thailand to the United Mexican States in the occasion of the Songkran Festival.



On May 3, 2011 Arteva Specialties, received a "Clean Industry Certificate" from the Federal Attorney for Environmental Protection (PROFEPA), for industries which fully meet and exceed the commitments derived from the environmental audits.



April 13-15, 2011 is the period of the Songkran Festival management IPI (Rayong) and employees enjoy a Thai ceremony and water splashing.

There is no such thing as a “small” leak!

Don't let a small leak... become a BIG leak!



Don't let a small leak..... become a BIG leak!

The pictures show how rapidly a small water leak at a construction site became a large and catastrophic leak. The pictures were taken just a few minutes apart! This incident reminds us in the process industries that it is important to report and repair any leaks that we detect in piping or other equipment. All leaks, no matter how small, are potentially dangerous. Leaks of toxic, combustible, or flammable materials usually

have higher risks, but, as shown in the pictures, a leak of any material can be dangerous. A small leak of a very toxic material can be immediately dangerous, and a small leak of a flammable or less toxic material may grow rapidly, and become large enough that it is a major fire, explosion, or health hazard.

What can you do?

- Immediately report any leak that you observe in the course of your work. Signs of a leak include puddles, drips, discolored paint or insulation, and unusual odors. Follow up to make sure that the leak is repaired in a timely manner.

- Identify leaking material and follow your plant procedures to ensure safety until the leak can be repaired. Some examples: confine or absorb the leaking material, drain it to a safe place, set up warning signs or barricades to warn people of the hazard and keep them away, make sure that ignition sources are eliminated if the leaking material is flammable or combustible. Your plant emergency and leak procedures will include specific actions appropriate for the materials in your plant.

- Recognize that it may take time to prepare the plant for maintenance to repair the leak – pipes or vessels may have to be emptied, equipment may have to be shut down, equipment may have to be isolated from the area where work is to be done. Monitor the leak from a safe location until it can be repaired, so appropriate actions can be taken if the leak increases in size.

- When monitoring or inspecting equipment normally hidden from view (for example, covered by insulation), look for evidence of leaks and report your observations so repairs can be made.



Achieve Higher Performance by "Coaching"

Today we shall discuss Coaching Technique, that is how a manager or supervisor can foster colleagues or subordinates skill development.

First, we should understand the meaning of "Coaching" and the benefit of Coaching.

Coaching is an activity through which a manager works with subordinates to foster skill development, impart knowledge, counseling, supporting and inculcating values and behaviors that will help them achieve organization goals and prepare them for more challenging assignments.

Why coach?

The answer is that effective coaching will actually make your job easier and enhance your career. Coaching is a tool for managers to manage, drive team and achieve goals.

Purpose of Coaching

Coaching is an interactive process through which Managers and Supervisors aim to accomplish one of two things: (1) to solve performance problems or (2) develop employee skills and capabilities.

Coaching can help to increase productivity, make subordinates more promotable, and improve retention. Fostering a positive work culture, good coaching produces greater job satisfaction and higher motivation. It may also improve your working relationship with subordinates, making your job as manager much easier.

Performance appraisal often reveals opportunities for coaching.

4 Coaching Step

Coaching is generally accomplished through a four step process of observation, discussion, active coaching, and follow-up that monitors progress.

Preparation will make your coaching more effective.

*** Begin with Observation** for Performance Gaps and Skill Deficiencies. A performance gap is the difference between a subordinate's current performance and what is required by the job. Both performance gaps and skill deficiencies can be corrected through coaching.

Listening carefully is another element of preparation. Just as you watch for problems, listen for signals that your help and intervention is needed. These signals are not always obvious or direct, as in these examples:-

"Perhaps Julie should do this job. She's very good at it." This may be a signal that the person lacks confidence or lacks a particular skill to do that job.

"Thanks for telling me about the job in the integration of the customer service department, but I'm not interested." Why isn't this person interested in applying for a job that you view as a career advance? Is he genuinely not interested or is there another, hidden, reason? Perhaps he feels ill-prepared to take on greater

responsibilities.

Don't always accept statements at face value. Instead, look behind them. The subordinates in these examples may be asking for help, but in indirect ways.

So take the initiative by asking, "Which part of your job is giving you the most trouble?" Then listen carefully to the response. Approach the same issue from a different angle, if possible, with a different question: "If a new person stepped into your job, what would that person have the most trouble doing well?" Again, listen carefully.

Once you recognize that an employee has a definable problem, ask yourself "Will coaching improve this situation?" Coaching takes time and energy. So pick only those coaching opportunities where you can truly make a difference. Some habits and behaviors are so engrained that they are not changeable through coaching.

Because coaching involves both you and your subordinate, both should prepare. One of the best ways of doing this is to have that person appraise his or her work performance. Self-appraisal by the employee has two benefits. It gets the person involved in the coaching experience, and it gives the manager a different perspective on the subordinate's work and any related problems.

* Discuss Your Observations

Once you are prepared, enter into dialogue with the employee about what you've observed. As you do so, stick to observations of actual behavior instead of your suppositions about personal motives. For example, your coaching might focus on:

- A gap between an employee's current technical skills and the skills he/she will need to move into a higher-level job-versus "You're not up to the job."

- Create a dialogue with your subordinate about behavior you've observed.

- Don't be an amateur

psychologist. One reason for dealing with behaviors instead of personal attitude or motive is that behaviors can be documented with a high level of certainty; attitude cannot. What people do is more important than why they do it.

- Interactive, back-and-forth dialogue will bring you and your subordinate closer to the truth about performance problems or skill gaps.

- Use an open-ended question such as "How do you feel about your current progress?" to generate participation and idea sharing.

Listen for the Emotions behind the Words

As a coach, detecting the emotions behind the words may be your most important, but most difficult, challenge. Those emotions are an important clue to the kind of support the person needs from you. The support may take the form of:

- Positive "strokes" that build up the person's self-confidence.

"Ralene, you have the best intuitive sense of good design in our entire department. If anyone can learn to do this, you can."

- Guarantees that reduce the person's fear of failure.

"I think you should try this. Yes, it's risky, but if it doesn't work you'll always have a position on my team."

Tip : Create a Partnership Spirit

A sense of partnership in meeting the goals of the unit is important whenever you are reviewing an employees' performance. So, try to get that person to think about and talk about those goals and her role in achieving them.

Note : There are two more steps of coaching, Active Coaching and Follow-up, but we have run out of space. Please follow in the next issue.

Reference : Harvard Business Essentials ; "Coaching and Mentoring"

Alphapet Article

For Yash Awasthi, Vice President of Operations at AlphaPet in Decatur, Alabama, April 27, 2011 started out looking like it would be a bad day. He was not to realize till the evening just how a bad day could turn into over a week of calamity. We asked him to write about his experience.

It was a day of tornado warnings: 141 warnings, one after the other. The weathermen had predicted damaging winds throughout the day. The first siren went off at 10:00 am and all of us evacuated the plant and gathered at the designated spot next to the break room. After a while, we received the all clear signal and went back to our work areas. At 11:15 am I got a grim forecast of what was about to happen. One of the DCS operators was watching the rooftop security camera and spotted a twister north of us and alerted everybody of the impending danger. We began to hear about the tornados on the radio. Normally, we would have waited for the siren, but as I looked out of my window and saw the menacing dark clouds, I ordered everyone in the trailer to rush to the evacuation site. It was almost too late.

Gas cylinders came flying toward us as we made a sprint for the Utility building. Everyone made it to shelter without injury. Heavy rain and golf ball-sized hail hammered the building. The storm passed and during the calm weathermen announced that even more powerful storms were expected in the afternoon. The schools announced that they would dismiss early. It was then that we decided to send as many people home as

we could to take care of their families as well as reduce the number of people on site.

It was 4:15 pm when the next big twister came our way after decimating three communities about five miles away. The tornado passed just northwest of the BP facility, about a mile from us, and badly damaged several companies across the road - literally demolishing everything in its path, including the 500KV power lines that supply much of the power to northern Alabama. Power failed immediately and we were left huddled inside the process building next to the break room in the dark. We held each other and prayed.

It was at this point that we realized that nothing could be done to deal with the forces of nature. In total darkness, everyone had to sit for the next two hours as the storm whooped and whined outside relentlessly. Just after 7:00 pm the weather subsided and it was safe for us to go outside. Portable generators were arranged to try and drain the polymer in the process lines but all the lines in the plant had frozen. In the early morning hours we realized this was going to be a lengthy and complex process. We decided to call everything off and wait for the resumption of power. The shift crew did an excellent job of making sure everybody was safe.

The next day we made calls to the homes of all our employees to find out if they were okay. Fortunately, all employees and their immediate families were safe although some had lost some of their extended family members. Around 252 people died in Alabama during those storms

when 21 tornados hit the state. Five employees suffered extensive damage to their homes, though there was no appreciable damage to AlphaPet.

Frantically, we struggled to get generators on site to hasten the plant's restart process. It was quite a scramble to locate large enough generators but our team did a great job in locating the type we needed. Our colleagues over at Starpet in North Carolina pitched in, to our eternal gratitude. Power was restored after a week and the start up activities commenced.

All around Alabama it was like living in the Stone Age once again. No power in over 650,000 homes, no gasoline, no shops, no communications - yes, no internet, TV or phones - and limited water supply. Food in the refrigerator started spoiling. Everyone started having cook-outs in the evenings to use it all up.

Finally, power in our homes was restored after about 5 days. As a humanitarian effort we have extended some financial support to employees who suffered damage to their homes and some support to the other employees who faced particular hardship. Food was arranged at the plant for the workers who were helping to restore things back to normal. Our PET CEO, Mr. Dilip Kumar Agarwal, flew in to speak with the shift crew on Sunday May 8 and offer some comfort. His sincere empathy was felt by everyone. The BP Chemicals site next to us also offered excellent support throughout and we thank them for this gesture.

Nightmare in Alabama



Have you heard of the Songkran Festival in Thailand? Songkran is not only a day for getting wet and having fun, it is the most popular and most celebrated festival in Thailand. Why is it so important and what should we do during this festival?

Songkran is considered a national celebration of the Thai traditional New Year, occurring on April 13-15 every year and taking place across the country.

This is an opportunity for Thais to return to their home provinces; get together with their families; pay respect to their elders by pouring scented water on their hands, and making merit in temples. All this makes Songkran a valued custom encapsulating both society and religion.

The word Songkran means Movement, a reference to the Sun moving into the New Year. In order to welcome the New Year, the celebration includes pouring water onto a Buddha image and on the hands of old people for a good beginning to the New Year. Some people build sand pagodas to have a prosperous next life; many watch folk plays, beautiful parades, flower caravans and enjoy other entertainment.

The History of Songkran

Thailand adopted this tradition from the ancient Brahmins in India who believed that the sun re-entered Aries and completed its orbit round the earth on April 13. This occasion is called “Songkran” by the Thais and “Sangkranti” by the Indians.

Besides the ancient Indian belief, the Grand Songkran Festival is also an appropriate time for the Thai New Year due to the timing of the season, which is known as the spring in India and comes right after the cold of winter, with blooming flowers, a fresh, natural atmosphere and many creatures coming to life.

Songkran – The Water Festival

Songkran is also known as the “Water Splashing Festival” as Thai people believe that water will wash away bad luck from the old year. This is also the perfect time to cool down from the heat during the hottest month of the year in Thailand.

Originally, people sprinkled water on each other’s hands as an act of wishing good luck and happiness. Nowadays, the tradition has been changed into “Water Fights” – mass water splashing. Streets full of people become water fighting venues. They gather on the streets with various sizes of water guns and buckets of water and merrily throw water at each other. Some get onto the back of open pickup trucks with water tanks and hoses, spraying water onto people. Water throwing, splashing and shooting water is all part of the fun.

Did you know?

Thailand has set a new Guinness World Record In 2011

Almost 3,500 locals and tourists participated in a water gun fight for 10 minutes continuously outside the Central World- Shopping Complex. This broke the 2007 world record in Spain for successful entry into the Guinness Book of World Records for “the World’s Largest Water Gun Fight.”

More than 50,000 people gathered at Khao Niew Road, Khon Kaen Province to break the Guinness Book of World Records for the largest Human Wave as part of the Songkran celebration in.

Songkran Festival

The traditional Celebration of Thai New Year



Querétaro - the Jewel in Mexico's Heartland



Many stakeholders know that IVL concluded a deal to acquire polyester assets in Mexico in March 2011. However, how many know much about the area where we acquired our new assets? Some background first: in 1975, Querétaro became the first filament polyester manufacturing facility for the textile industry in the whole country. The complex is located in the first Industrial Park established in the state of Querétaro, in the city of Santiago de Querétaro, Qro. It covers a surface of 36.3 hectares and has a workforce of 500 employees.

Commencing with staple fiber production in 1981, its products are used for the manufacturing of apparel, bed sheets, bedspreads, comforters, carpeting, rugs and batting for furniture and toys. Bottle-grade PET resin production commenced in 1994. This resin can be found in carbonated soft drink, water, beer, juice, food and custom containers. In April 2007, a new state-of-the-art PET resin plant commenced operations there, doubling its production in order to meet the demand of its markets. Besides PET resin, Querétaro

still produces polyester staple fibers and polymers for textiles and industrial yarn applications.

While Querétaro is one of the smallest of the 31 states in Mexico it has geographical diversity, from deserts to tropical rainforest. The capital has the highest per capita income in Mexico and is host to many globally famous firms like Nestle and Proctor and Gamble. The city was founded 25 July 1531 by the Spanish. Querétaro became one of the centers of the drive for Mexican independence from Spanish colonial masters in the 19th century and one of its leaders, Miguel Hidalgo Costilla, was a Mexican priest and member of a group in Querétaro who met to plan independence.

In 1996, the historic center of Querétaro was declared a World Heritage Site by UNESCO for its Spanish geometric street plan with the twisting alleys of its Indian quarters. In 2008, National Geographic listed Querétaro as one of the top 15 historic destinations of the world.

The most prominent feature of the city is its enormous aqueduct, consisting of seventy five arches, each twenty meters

wide with a total extension of 1,280 meters and an average height of twenty three meters. It was built between 1726 and 1738 at the request of the nuns of the Santa Clara Convent to bring water to the residents of the city from La Canada. The Plaza de Independencia or Plaza de Armas is the oldest part of the city, and is filled with Indian laurel trees, surrounded by outdoor restaurants and colonial mansions. In the middle of this plaza is a fountain that honors Juan Antonio de Urrutia y Arana, who built that large aqueduct to bring water to the city. In the city center is the Church of San Francisco, dating back to the 18th century and serving as the cathedral until the 20th century.

The Festival of Santiago de Querétaro is an annual arts and cultural event that takes place in the city for eight days. The festival is held during Holy Week holiday to attract domestic and foreign tourists. The event starts with an inaugural parade through the streets of the historic center.

The city has one of the most modern stadiums in Mexico, the Estadio Corregidora, built for the FIFA World Cup of 1986.

Premier Division side Querétaro FC plays there. Naturally, with its rich Spanish heritage, bullfighting is very popular. There are two bullrings, Santa Mara, and Juriquilla. Golf is also quite popular, with numerous courses including: Juriquilla, Campestre, Balvanera, and El Campanario. San Gil and Tequisquiapan are located near the city itself.

There are two wrestling or Lucha Libre Arenas in the city, the Arena Querétaro that has matches from the Consejo Mundial de Lucha Libre and the Auditorio Arteaga a multipurpose venue that presents AAA fights. The latter also serves as Basketball stadium for the city team Libertadores and for traditional wrestling, volleyball and other sports.

Near the city is the Sierra Gorda de Querétaro, part of the Sierra Madre Oriental. Declared by UNESCO as a Biosphere Reserve this protected area is very rugged terrain, filled with canyons, steep mountains, waterfalls and deep abysses. The area contains 360 species of birds, 130 species of mammals, 71 of reptiles and twenty-three of amphibians.



Let's separate waste and recycle

Recycling is processing of used materials into new products to prevent waste of potentially useful materials; to reduce the consumption of new raw materials; to reduce energy usage; to reduce air pollution from incineration and water pollution from landfilling by reducing the need for "conventional" waste disposal. Recycling is a key component of modern waste reduction and is the third component of the three key factors "Reduce, Reuse, Recycle" waste hierarchy.

Most people still do not recycle enough and throw everything that they consider 'rubbish' into their ordinary bin. Much of this waste can be recycled and should be disposed of separately from general household waste. Look inside this rubbish bin to see how much of the contents should actually have been recycled.

Did you know...?

Recycled aluminum uses much less energy than when produced from scratch. The EPA states that "recycling aluminum cans, for example, saves 95 percent of the energy required to make the same amount of aluminum from its virgin source, bauxite." We can say "Recycling is an excellent way of saving energy and conserving the environment."

- 1 recycled tin can would save enough energy to power a television for 3 hours.
- 1 recycled glass bottle would save enough energy to power a computer for 25 minutes.
- 1 recycled plastic bottle would save enough energy to power a 60-watt light bulb for 3 hours.
- 70% less energy is required to recycle paper compared with making it from raw materials.
- On average, 16% of the money you spend on a product pays for the packaging, which ultimately ends up as rubbish.
- The largest glass furnace produces over 1 million glass bottles and jars per day.
- Glass is 100% recyclable and can be used again and again.
- Glass that is thrown away and ends up in landfills will never decompose.
- Recycled paper produces 73% less air pollution than if it was made from raw materials.
- It takes 24 trees to make 1 ton of newspaper.
- Most families throw away about 40kg of plastic per year, which could otherwise be recycled.
- The use of plastic in Western Europe is

growing about 4% each year.

Guideline for waste separation

Waste or garbage from household we normally separate into wet and dry garbage. In the industries we concern if it's hazardous or non-hazardous waste. Both hazardous and non-hazardous waste can either be recycled. If any waste that cannot be recycled have to be disposed out with suitable way such as landfill, fired in cement kiln. Recyclable materials include many kinds of metal, plastic, glass, paper, textiles and electronics. We will show you only 4 kinds.

Metal



Metal is usually separated into two groups: aluminum and steel. You can test which metal your waste is by using a magnet. Aluminum metal is non-magnetic whereas steel is magnetic.

There may be a symbol, such as an aluminium mark, on the product to indicate what metal it is made from.

- Drink cans are usually made from aluminum and food cans are usually made from steel.
- Deposit used cans at your local recycling bank. Make sure drink and food cans are clean before recycling.
- Aerosol containers can be recycled, but only when they are completely empty. Metallic plastic film, such as chocolate wrappers, cannot be recycled

Glass

- Glass is separated into 3 colours: green, brown and clear.
- Take great care when handling broken glass, wear gloves if possible.
- Deposit glass at your nearest recycling bank by throwing them into the appropriate container.
- Make sure you wash out the bottle or jar before putting it into recycling bins.
- Reuse glass whenever possible. Jars can be used as small containers and bottles can be used as vases.

Plastic

- There are about 50 different types of plastic. The main types include:
 - HDPE – Opaque bottles
 - PVC – Transparent bottles, with a seam running across the base
 - PET – Transparent bottles, with a hard

moulded spot in the centre of the base

- Clean bottles before recycling them.
- Buy plastic bottles in bulk whenever possible and also reuse carrier bags next time you're at the shops to reduce packaging waste.

Paper

- Paper is separated into the following groups:
 - Magazines
 - Newspapers
 - Office paper
 - Cardboard
 - Phone directories
 - Deposit used paper at your local recycling bank.
 - Only recycle gummed paper if specified, such as envelopes and stickers.
 - Reduce paper waste by canceling unwanted deliveries, or read news online as opposed to buying newspapers.
 - Reuse paper around the home as scrap paper or packing material. Envelopes can also be reused.
 - Set your printer to print on both sides of the paper.
 - Buy recycled paper whenever possible.
- TPT Petrochemicals Pcl., a subsidiary of Indorama Ventures Pcl., would like to thank teacher, Mrs. Boonpa, and students from Ban Nong Faeb School who was the working team of Waste Recycle Bank Project that launched its first program at Ban Nong Faeb School.



See it from our point of view

Not all packaging is created equal. That's why Petform produces world-class bottles and enclosures without ever compromising quality and service

Petform

When only the best packaging is good enough



For more information :
Petform (Thailand) Limited
72 Moo 11, Khaosamorkorn, Amphur Tahwung,
Lopburi 15180, Thailand
Tel: +663 6489 116-7, Fax: +663 6489 115
www.indoramaventures.com

INDORAMA
VENTURES

