



Press release

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Samsung Petrochemical, PSE collaborate on PTA optimization

Model-Based Innovation to reduce capital and variable cost, accelerate new process development

SEOUL and LONDON, 13 January 2009 --- Samsung Petrochemical Company (SPC), the leading Korean producer of purified terephthalic acid (PTA), and Process Systems Enterprise (PSE), providers of gPROMS modeling technology and process optimization services, have signed an agreement for joint development of new high-performance technologies for PTA production.

Under the agreement, PSE's advanced model-based optimization techniques will be combined with SPC's PTA process know-how and expertise to develop a range of advanced process optimization services to be offered to PTA manufacturers around the world. PSE's technology and expertise will also be applied to accelerate the development of SPC's brand new high-performance PTA Process, optimizing its performance and commercial advantage.

SPC is already a leader in PTA manufacture, with the lowest capital and variable costs of all the major processes licensors. The new developments will aim primarily at reducing operating costs and improving product quality, providing clear advantages over other licensed processes on the market.

Based on its gPROMS advanced process modeling software, PSE has developed a comprehensive range of Model-Based Innovation (MBI) methodologies and services that are used throughout the chemical, petrochemical, food and pharmaceuticals sectors to accelerate innovation, optimize complex processes and generate intellectual property.

Mr. T.H. Her, President of SPC, said "We aim to strengthen the distinctive technology differentiators for SPC's PTA processes by using the most advanced methods available to optimize design and operations. We are very pleased to be able to announce this agreement as a key step in this strategy." Mr. S.H. Park, Managing Director of SPC, adds "We chose to work with PSE because of the comprehensive set of industry-tested techniques that they bring to PTA process optimization, and the high level of expertise and experience of their core personnel."

PSE Managing Director Prof. Costas Pantelides says "Our MBI technology has already been applied successfully to a number of PTA processes, delivering outstanding results, particularly in terms of significant reductions in operating cost achieved with minimal capital expenditure. With today's agreement, we are taking a major step towards making these benefits available to the PTA industry worldwide. We are extremely pleased to work with SPC, a company with over three decades of experience in the market and a very strong engineering capability and technical reputation, to help our clients achieve a step-change in PTA process performance. We look forward to a long and successful collaboration."

Notes for Editors – full distribution version

Photos and other materials are available at www.psenterprise.com/news/pr090113.html

About Samsung Petrochemical Company Ltd.

Samsung Petrochemical “SPC” (www.myspc.com) is one of Asian largest producer of Purified Terephthalic Acid (PTA), a significant raw material for polyester fibers and polyethylene terephthalate (PET) resin for plastic bottles & specialities. The company established in 1974 as a joint venture between Samsung, Amoco (Now BP) and Mitsui Chemicals, but now it is Samsung’s wholly management owned company which produces nearly 2 million tons of PTA annually.

To ensure future competitiveness, SPC has initiated main material & energy-saving projects, and has achieved the world’s best operability rate of 99.5 percent of production. As a result of these efforts, the company won an award for effective energy management and highest productivity from the government and related organization.

The company’s “Triple Innovation Activities” include Six Sigma as well as Customer Satisfaction and Knowledge Management programs that have resulted in improvements in quality and business outcome.

In November 2005, Samsung Petrochemical launched a service brand called ‘3-2way’ as a means to improve business performance. This innovative value of service-focused manufacturing operation challenges the company to create a high level of customer service and products through solution-focused and relationship marketing, establishing long-term partnerships in addition to supporting existing core values of technology and quality.

Since SPC received the first environment-friendly corporate certificate from the Korean government early 1990s, SPC awarded the Grand Prize for Safety Management from the President of Korea in 2004 and also SPC is highly recognized and accepted for its superb customer satisfaction, having the honor of becoming the “Customer Satisfaction Management Award” Grand-Prix winner 5 years in a row, by KMA (Korea Management Association).

PTA licensing package of SPC, based on technology and skill gained by the endeavour of over 30 years in experience and continuous research in PTA manufacturing, is already gaining tremendous amount of warm welcome and interest from the petrochemical companies all over the world.

About Process Systems Enterprise Ltd

PSE (www.psenterprise.com) is one of the world’s foremost providers of Advanced Process Modeling (APM) software and services to the process manufacturing industries. APM uses high-accuracy mathematical models of process equipment and phenomena to provide high-quality numerical information for decision support in process innovation, design and operation and to capture process intellectual property [IP].

Use of PSE’s technology and services within Model-Based Innovation programmes results in faster innovation, improved designs of processes and products, enhancement of existing operations and more effective R&D and experimental programmes. Results are achieved with relatively low investment compared to alternative approaches – where these exist – with rapid return on investment and transfer of modeling know-how to industry.

PSE’s global customer base of process manufacturing companies and their technology suppliers is served by operations in the UK, USA, Germany, Japan and Korea, and agencies in China and India. PSE is a spin-out of Imperial College London, and its software is used in some 200 research organizations around the world.

The company's own ability to innovate was recognized with the receipt of the prestigious Royal Academy of Engineering MacRobert Award for Engineering Innovation in June 2007.

About gPROMS

gPROMS® is the world's leading Advanced Process Modeling (APM) environment. It is used to provide high-quality information for decision support in innovation, design and operation across all sectors of the process industries, with particular focus on modeling of complex operations such as reaction, crystallization, polymerization and fuel cell processes, where PSE supplies state-of-the-art open model libraries.

Companies apply gPROMS to reduce time-to-market for new processes or products, improve designs, enhance production, reduce capital and operating expenditure and comply more effectively with safety, health and environmental requirements.

gPROMS is applied across the 'process lifecycle', from laboratory experimentation, through process and detailed design, to online operation, and is central to the emerging technology of Model Based Innovation.

PSE is committed to maintaining gPROMS at the leading edge of modeling technology.

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