



Press release

Prayon presents its vision and new production plant

“We are focusing on innovation in order to position ourselves in new niche markets.”

Engis, 21st October 2008 – Prayon presented its new vision and strategic orientations to the ministers Jean-Claude Marcourt (Wallonia Ministry for the Economy, Employment, Foreign Trade and Heritage) and Marc Tarabella (Wallonia Ministry for Vocational Training) during a press conference organised in partnership with Wave (*) on the occasion of the opening of its new conference room.

A world leader in the field of phosphates, Prayon is currently executing a strategic change of direction by focusing on its innovative capacities and positioning itself in niche markets such as water treatment, nutrition and new generation batteries. These are high value-added markets which will guarantee its profitability and sustainable development.

“These markets will enable Prayon to provide solutions to the major global challenges of 21st Century that are the increasing rarity of natural resources and rampant population growth”, explained Yves Caprara, Prayon’s new M.D. “Our products are essential to beneficial applications such as the supply of drinking water and food because they help conserve nutritional and taste values. They are also indispensable for manufacturing lithium iron phosphate batteries, which will equip the hybrid vehicles of tomorrow.”

The Ministers Marcourt and Tarabella both praised Prayon’s new initiative and were delighted by its transformation. “They have fought to make Prayon an innovative world group,” declared Jean-Claude Marcourt. And Marc Tarabella emphasised the point that: “Too few businesses believe they can succeed in export. It is pleasing to see that Prayon understood this.”

The press conference was followed by a tour of the Prayon site, in particular its new sulphuric acid production plant. This plant, whose entry into operation is planned for April 2009, will enable the company to triple its sulphuric acid production. “It will also be environment friendly”, explained Yves Caprara. “By cogenerating steam and electricity, it will reduce our CO₂ emissions by 47%.”

(*) www.waveinside.com

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ABOUT PRAYON

With a rich industrial experience of over a century, Prayon, based in Belgium, has established itself as one of the world leaders in **phosphates chemicals**.

Held in equal parts by the National Moroccan Phosphates Company [O.C.P.] and the Société Régionale d'Investissement de Wallonie [S.R.I.W.], Prayon today comprises more than twenty companies located in more than ten countries.

Products

We manufacture and market a wide range of mainly phosphated and fluorided products (phosphoric acid and derived salts) at our sites all over the world. Generally not well known to the general public, our products are mainly used as raw materials in the manufacture of finished products. They are used in *food* [baked goods, meat, processed cheese, fish and seafood, cereals, fruits and vegetables], *drinks*, *pharmaceutical products* [toothpaste, oral hygiene] as well as various *technical applications*.

Procedures

At the cutting edge of innovation in our fields of expertise, our phosphoric acid manufacturing procedures with an initial dihydrate and hemihydrate reaction are commercialised throughout the world and used in the production of more than 60 % of global tonnage.

For further information please visit www.prayon.com

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