

**Norit NV**

FOR IMMEDIATE RELEASE

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## **Grand Opening Ceremony of Norit Asia Pacific in Singapore**

Singapore, 17 March 2010 – Norit NV today held the grand opening of Norit Asia Pacific Pte Ltd at the Marina Barrage, a unique 3 –in– 1 project that created Marina Reservoir, Singapore’s first reservoir in the city.

Constructed by national water agency PUB, this feat of engineering spans the southern end of the Marina Channel, which opens out into the sea. More than just an ordinary dam, the Marina Barrage aims to serve three benefits: it creates a freshwater reservoir to boost Singapore’s water supply, acts as a tidal barrier to prevent flooding in the low-lying areas in the city and offers a venue for water-based recreation in the heart of the city centre.

The Marina Barrage was chosen as the location for this grand event for a very special reason. Norit had the honour of supplying the seven high capacity vertical pumps for the Marina Barrage pumping station to aid in flood control.

As the Asia Pacific region continues to be a key and strategic market for Norit with projected growth over the next five years to triple at a minimum, Norit Asia Pacific was set up to affect and better manage this growth. The Singapore office will continue to strengthen its operations in Northeast Asia, Southeast Asia, Australasia, and China, which are based on the much demanded Norit Clean Process Technologies such as the energy-efficient pumps and its leading membrane filtration program for treatment of drinking, process and wastewater. Norit has been active in Singapore for several years, and has maintained a SE Asia office (Norit Singapore Pte Ltd) here since 1994. Norit started its operations in Singapore, mainly focusing on expanding its sales operations in the South East Asian region. In tandem with Singapore’s aspirations to become a global hydro hub, Norit made the strategic decision to set-up its Asia Pacific Headquarters in Singapore. The main objectives of the new Asian Pacific operation include further strengthening direct sales, agent and distribution channels, which will result in building and providing localized engineering expertise and technical management operations to better meet the needs of Asia Pacific clients and partners.

Duane Schlicht, Managing Director of Norit Asia Pacific said: “When it came to choosing an ideal location for the Norit Asia Pacific headquarters, Singapore came first to mind as it is well-known as a center of global trade, investment, and industry in Asia Pacific. It is really the gateway to the fast-growing Asia Pacific region and an ideal location to best manage and coordinate Norit’s business regional activities. With Singapore’s advanced infrastructure and their future growth plans to support industry in the region our choice became clear. We wish to thank all the members of PUB, the Economic Development Board, and the Singapore government for the great amount of assistance they provided in support of this decision on the part of Norit.”

“The setting up of Norit Asia Pacific in Singapore is a ringing endorsement of Singapore’s growing R&D capability and our ambition to become a global hydrohub. The new Asia Pacific operations will boost our efforts, in partnership with EDB and other agencies, to build a strong global water industry cluster comprising a wide range of local and foreign companies engaged in R&D, engineering, manufacturing and headquarters operations,” added Mr. Khoo Teng Chye, PUB Chief Executive and concurrently Executive Director of the Environment and Water industry Development Council, the body that oversees the growth and development of the water industry in Singapore.

Mr. Yeoh Keat Chuan, Assistant Managing Director, Singapore Economic Development Board, said, “We warmly welcome Norit’s decision to site its Asia Pacific headquarters in Singapore to access and manage the fast growing water and environmental markets in the region. To date, over 70 water companies undertake regional headquarters, manufacturing or research and development activities in Singapore. Norit’s presence is very much in line with Singapore’s aspirations to become a Global Hydrohub. We look forward to building on this milestone to establish a strong and lasting partnership with Norit.”

The official Grand Opening Ceremony was officiated by key management from Norit as well as members from the Singapore Economic Development Board, the Royal Dutch Embassy, and PUB management along with key industry leaders in Singapore.

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### About Norit NV

The Norit Group develops and applies state-of-the-art purification technologies to help society, through our clients, meet environmental, health, and safety challenges, and work towards a sustainable future. Headquartered in the Netherlands, Norit supplies consumables, components, systems, and solutions, based on proprietary technology to a variety of industries including the water, beverage, food, chemical, pharmaceutical, and marine industries. Almost 9 percent of the world’s population - over half a billion people – already consumes water purified by Norit!