

## AT FOOD INGREDIENTS CHINA 2015,

### SOLVAY AROMA PERFORMANCE TO EXHIBIT ITS PROUDLY MADE IN CHINA RHOVANIL VANILLIN AND ITS GLOBAL FOOD OFFER.

### SOLVAY AROMA PERFORMANCE TO START THE VANILLIN PRODUCTION IN ITS NEW ZHENJIANG UNIT IN CHINA TO MEET LOCAL FOOD NEEDS

Lyon, France - Shanghai, China – March 25, 2015 --- At the 2015 Food Ingredients China (FiC) in Shanghai, Solvay Aroma Performance will display its global vanillin, ethyl-vanillin & vanilla flavor offer (Booth 4U20 Hall 4). A focus on its **imminent new vanillin production to start in Zhenjiang plant** will be done, highlighting Solvay deep Chinese integration and “**Proudly made in**” motto.

Solvay Zhenjiang new vanillin unit, located in China’s Jiangsu Province, is about to start the production of the Group flagship Rhovanil brand. Fully integrated in a single site, this state-of-the-art facility will proudly produce in-house an ex-catechol-guaiacol-vanillin, the market reference, to serve Chinese and Asia Pacific growing demand.

Thanks to a centennial industrial expertise developed in its two sister production units (Saint Fons, France and Baton Rouge, USA), Solvay Aroma Performance Chinese team will propose to local food market the best vanillin quality with a unique security of supply. A patented wastewater treatment unit will also ensure the best-in-class technology, in compliance with the China 12th Five-Year Plan high requirements on energy.

To outline this “Proudly Made in” vanillin, a Chinese denomination has been created in addition to Rhovanil worldwide brandname: 罗唯安. This local dedicated naming, very similar to Rhovanil pronunciation, stresses Solvay values & commitments to its customers’ benefits: Food safety, leading quality & performance at the right price and through unique service excellence.

*“We are proud to propose, in 2015, Rhovanil vanillin produced in China in line with the stringent international & local requirements & regulations. Our Zhenjiang new unit will represent a 40% boost of our capacities worldwide, offering our customers an unrivalled position: a safe vanillin available from 3 zones with a perfect traceability.”* says **Jacques Guglielmi**, Asia Pacific business Director at Solvay Aroma Performance.

FiC 2015 will be held from April 1<sup>st</sup> to 3<sup>rd</sup>, for the first time at the National Exhibition & Convention Center of Shanghai (NECCS). Solvay Aroma Performance is exhibiting in booth 4U20 Hall 4. The Group will showcase its full range of solutions and especially Rhodiarome ethyl-vanillin and Govanil functional vanilla flavor.



Caption: Solvay Rhovanil vanillin, proudly produced in Zhenjiang, China

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™ *Govanil and 罗唯安 are trademarks of Solvay.*

Designing vanilla flavors since 1884, Solvay **Aroma Performance** was the first to synthesize and produce the vanillin molecule on an industrial scale. Solvay is the only producer mastering in a single site the whole manufacturing chain — from Catechol and Guaiacol to its historic flagship brands Rhovanil® and Rhodiarome®. The Aroma Performance business unit operates facilities in Saint-Fons (France, Baton Rouge (USA) and soon in Zhenjiang (China).

As an international chemical group, **SOLVAY** assists industries in finding and implementing ever more responsible and value-creating solutions. Solvay generates 90% of its net sales in activities where it is among the world's top three players. It serves many markets, varying from energy and the environment to automotive and aeronautics or electricity and electronics, with one goal: to raise the performance of its clients and improve society's quality of life. The group is headquartered in Brussels, employs about 26,000 people in 52 countries and generated 10.2 billion euros in net sales in 2014. Solvay SA ([SOLB.BE](#)) is listed on EURONEXT Brussels and EURONEXT Paris (Bloomberg: [SOLB:BB](#) - Reuters: [SOLB.BR](#)).

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