

Celanese Guest Speaker Klaus Töpfer Provides Insights on “Megacity Challenge - Why Water Matters!” at K 2013

Engineered Materials Can Play Important Sustainability Role

Sulzbach, Germany, Florence, Ky., Shanghai, PR China, Oct. 16, 2013 – How do we shape depopulated rural regions and growing megacities? How can we deal responsibly with resources like water, soil and energy? Answers to these and many other questions will be offered during K 2013 in Düsseldorf, Germany, by a guest speaker of Celanese Corporation (NYSE: CE), the global technology and specialty materials company.

Töpfer, an economist and politician, is speaking at 12 p.m. on Dec. 16 in the Congress Center Room 7A South at K 2013.

Professor Dr. Klaus Töpfer, the executive director of the nonprofit Institute for Advanced Sustainability Studies IASS in Potsdam, Germany, which has been dedicated to studying climate change, the components of the earth system and sustainability since 2009, is providing insight into the “Megacity Challenge - Why Water Matters!” He is providing insight into how the supply of drinking water and disposal of waste water have created a problem in densely populated megacities, and what happens to a city’s infrastructure as people migrate and settle on its outskirts.

“People have always attempted to obtain the maximum yield from the soil to ensure the food supply to the population,” Töpfer says. “Many regions are now stretched to their limits because the soil is impoverished or eroded, the groundwater level is sinking or drinking water and waste water are mixing.

“We have to develop concepts to manage growth in the megacities,” Töpfer says.

With this in mind, the IASS supports studies and research projects aimed at revealing alternatives to the growth paradigm. The crucial element in many these discussions is the distribution of resources, such as soil and water, and sustainable management.

“We consider ourselves to be a platform at which scientists from various disciplines and from vastly differing areas of the world can exchange views,” says Töpfer. “In my department, the Global Contract for Sustainability (GCS) cluster, we are primarily concerned with ideas for political and social change towards greater sustainability.”

As a material solutions provider, Celanese commissioned a study for K 2013 that investigates opportunities for the plastics industry to play a role in improving the infrastructure of booming regions. The result: Engineering polymers can play an important role as part of sustainability. Celanese is presenting high-tech solutions in water supply and treatment at the fair.

About Celanese

Celanese Corporation is a global technology leader in the production of differentiated chemistry solutions and specialty materials used in most major industries and consumer applications. With sales almost equally divided between North America, Europe and Asia, the company uses the full breadth of its global chemistry, technology and business expertise to create value for customers and the corporation. Celanese partners with customers to solve their most critical needs while making a positive impact on its communities and the world. Based in Dallas, Texas, Celanese employs approximately 7,600 employees worldwide and had 2012 net sales of \$6.4 billion. For more information about Celanese Corporation and its product offerings, visit www.celanese.com or our blog at www.celaneseblog.com.

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