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**Cultural Exchange**

7-8. Top 10 “Inventions” That Changed the World
On April 22nd, French Trade Minister Madame Anne-Marie Idrac visited ChemChina. She listened with interest to the briefing on ChemChina, especially the company’s subsidiaries in France, presented by Mr. Ren Jianxin, President of the largest Chinese chemical producer. Madame Idrac was particularly impressed by the sound development of the French businesses since their acquisition by ChemChina.

The minister and president also exchanged views on the impact of the financial crisis on the global chemical industry and the potential for further cooperation between ChemChina and French businesses.

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Ren Jianxin Visits Tianjin Nangang Industrial Area

ChemChina President and BlueStar Chairman Ren Jianxin paid a visit to the newly planned Tianjin Nangang Industrial Area at the invitation of the Tianjin Government. Mr. Yang Dongliang, Deputy-Mayor of Tianjin and Mr. Gou Lijun, Secretary of the Binhai New Area introduced to Mr. Ren the urban planning of the Nangang Industrial Area.

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Blanket Insurance Program Kicks Off across ChemChina

The blanket insurance program was formally kicked off on April 11th across the board of ChemChina. Led by Mr. Li Jianxun, Assistant to the President of ChemChina, the meeting was addressed by Mr. Yang Xingqiang, Vice-president of the company and Mr. Ma Botao, Managing Director of Willis Insurance Brokers Co., Ltd, the provider of the insurance service.

Mr. Derek Baillieul, Chief Auditing Office (CAO) of ChemChina, made a keynote speech on corporate risk management and internal control at the meeting. Experts from Willis also specifically addressed corporate risk management, flat insurance and relevant communication mechanisms, policy selection, claims management, etc.
ChemChina

Acquires Olympic Fou

ChemChina recently obtained two hohigi, or fou, the amphorashaped square drums used at the opening ceremony of the 2008 Beijing Olympic Games.

The Olympic Fous, after their brilliant debut at the Games, were recently put under the hammer by the China Beijing Equity Exchange (CBEX), where ChemChina bought two of them. The two instruments are now displayed at the Chemical Industry Museum of China. (Photo by Li Meng)

Chemical Industry Museum of China Designated as Popular Science Base

The Chemical Industry Museum of China was recently designated as one of the 53 popular science bases in the capital by an expert panel from the Beijing Science and Technology Commission and Beijing Science and Technology Association.

Located on the third floor of the ChemChina headquarters building, the museum was opened to the public on May 1st, 2008. As the first of its kind specialized in the chemical industry, the museum provides a panorama of the history and course of development of China’s chemical industry with a collection of chemical antiques. Covering a total floor space of 2,540 square meters, the museum is composed of galleries depicting ancient, modern and contemporary chemical industries, ChemChina’s businesses, as well as a 3D cinema, and other attractions.

BlueStar Qualifies as Pilot of State IPR Management

BlueStar recently qualified with excellence as one of the pilot companies for the country’s IPR (intellectual property rights) protection endeavor. The company is recognized for its capacity in integrating production, operation, management, marketing and sales with IPR management as the driving forces and sources of company profits. BlueStar is also expected to fully leverage its competitive market position and IPR sources and mechanisms in building itself into a global leading player in advanced chemical materials.

BlueStar was designated in 2004 as one of the pilots by the Beijing Intellectual Property Office (BJIPO). It became one of the first groups of demonstration companies for the BJIPO and the state-level pilots for IPR endeavors in 2006.

CNCIC Safety Called “Outstanding” by Ministry of Commerce

China National Chemical Information Center (CNCIC) was recognized early this month by the Ministry of Commerce (MOC) of China for its outstanding performance in safeguarding industrial security and mitigating damage.

The meeting on the survey of industrial damage and industrial security safeguards sponsored by the Ministry of Commerce attracted an audience of over 200 representatives from the relevant departments under the State Council, commercial authorities from different provinces and municipalities, major industrial organizations and agents as well as the departments under the Ministry of Commerce.
Hebei Xinji

Chemical Commissions Polypeptide Ammonium Bicarbonate

A polypeptide ammonium bicarbonate facility jointly developed by Hebei Xinji Chemical Group Co., Ltd (a subsidiary of China Haohua Chemical Corporation) and Sino-Agric Ruiyiuan Co., Ltd was recently put into operation. The first of its kind in Hebei province, the facility, with an annual capacity of 120,000 t/a, is expected to contribute annual sales revenues of over RMB7 million.

Confronted by the financial crisis, Hebei Xinji Chemical responded promptly with a series of countermeasures. It adjusted its product mix by reducing the production of methanol and liquid ammonia and increasing the output of ammonium bicarbonate. In addition, it installed a new facility to produce polypeptide ammonium bicarbonate with independent IPRs. Featuring a high utilization ratio, this highly efficient fertilizer can help increase crop yield by 30% compared with conventional fertilizers. As a high value-added product with state patent, the fertilizer, with controlled release, finds use in a wide range of applications.

BCMC-made

Caustic Soda Facility Launched in Shanghai

A new ion exchange membrane facility built by BlueStar (Beijing) Chemical Machinery Co., Ltd (BCMC) for the 180,000 t/a caustic soda facilities of Shanghai Tianyuan Huasheng Co., Ltd was successfully commissioned on April 2nd.

In 2006, in affiliation with Shanghai Alkali-chlor Chemical Co., Ltd, Tianyuan Huasheng introduced an ion exchange membrane facility from Japanese Chlorine Engineers Corp for its 360,000 t/a caustic soda project. Now, the company has once again selected BCMC for its third phase 300,000 t/a caustic soda project, to be started soon.

Yiyang Machinery

Enters International Market of Press Vulcanizer

In early March, a facility for the production of large-sized steel belt press vulcanizers independently developed by the Hunan Yiyang Rubber & Plastics Machinery Group Co., Ltd was commissioned at the Shandong Yokohama Rubber Co., Ltd. Measuring 1.6×12 m, the vulcanizers are the largest of their kind in China.

Based on solid research and innovation efforts, Yiyang Machinery has churned out a large number of vulcanizers during the last three decades in about 20 categories which are widely applied in the production of rubber, nylon, steel belts and flame retardant conveyor belts as well as large-sized rubber molding devices. The company enjoys a 70% share of the domestic market for large press vulcanizers which are also sold to more than 20 countries and regions including the U.S., Sweden, Mexico, Brazil, Chile, India and South Africa. In fact, three of every five top manufacturers in the non-tire rubber manufacturing industries globally choose vulcanizers made by Yiyang Machinery.
On April 15th, the Enterprise Resource Planning (ERP) program, an important part of the Enterprise IT Solutions endeavor of ChemChina, was formally kicked off at Jiangxi Xinghuo Organic Silicone Plant. The event marks the rollout of the program across the selected pilots under BlueStar.

At the meeting, the project manager from Atos Origin provided an overview of the planning, organization and scope of work of the program, which was followed by training on ERP fundamentals for the whole project team.

The carbide slag recycling project undertaken by Hunan Xiangwei Co., Ltd started a trial run on March 25th. As the enabling business for the company’s 50,000 t/a polyvinyl alcohol (PVA) project, the recycling facility has a processing capacity of 250,000 t/a for carbide slag, coal slag and other waste residue, producing 500,000 t/a of cement annually. (Photo by Huang Suhui)

ChemChina Rubber (Guilin) Granted TSO by China Southern Airlines

ChemChina Rubber (Guilin) Lanyu Aircraft Tire Development Co., Ltd was granted the “CSAIR TSO” certificate once again by China Southern Airlines (CSAIR) on April 2nd.

The grant of TSO (Technical Standard Orders) represents the user’s full recognition of the producer’s quality guarantee for its aircraft parts. The certificate makes Lanyu Aircraft Tire Development Co., Ltd the qualified supplier of CSAIR and represents another leap forward by the company in its production of civil aviation tires.
Aeolus Tyre Hands out Consumption Coupons

Xue Hongying

Aeolus Tyre Co., Ltd has been giving tire coupons to individual drivers, convoy managers and end retailers to spur consumption and improve its brand image, and to retain customers’ loyalty. Between March 20th and April 30th, the company handed out a total of 200,000 coupons, each redeemable for RMB50.

Shenyang Chemical Boosts Silica Sales

Shenyang Chemical Co., Ltd has taken measures to boost silica sales. It has successfully retained old customers by its improved quality, after-sales service and competitive prices. While securing its market positions in construction sealants and rubber mixings, the company has recently developed an emulsified asphalt product which enjoys great growth potential. It identified more than 30 new customers and achieved total export of the new products of over 50 tons in the first quarter this year.

With these proactive marketing and sales strategies, Shenyang Chemical has gained a better position amid the market difficulties. It secured total sales of 120 tons in March alone. Scaling up the sales of silica will yield extra benefits of over RMB1 million, with reduced cost and improved economics.

Siping Haohua's Caustic Soda Gains Access to Food and Pharmaceutical Businesses

Siping Haohua Chemical Co., Ltd, specialized in caustic soda and hydrochloric acid, was traditionally involved in the chemical fiber, paper-making and light industries. With the operation of two new 200,000 t/a facilities, its monthly sales increased from 4,000 tons to over 14,000 tons.

Recently, as the sales team of the company located new demand for caustic soda and hydrochloric acid at higher prices in the food and pharmaceutical sectors, Siping Haohua started to produce food and pharmaceutical-grade products with the applied license. This new development takes the company into an expanded area of caustic soda and hydrochloric acid production.

Siping Haohua identified 36 new customers and increased its revenues by RMB680,000 at a higher selling price in the first quarter this year. Currently, 60% of its caustic soda product is sold to Daqing Oil Field, the company’s largest customer.

On March 27th, a public bonded warehouse of Penglai Anbang Oil Terminals was inaugurated. It is another landmark in the company’s journey toward becoming a truly modern corporation. (Photo by Jing Xiaohong)
CRICC Launches Sci-tech Innovation Program

Dong Wansen, Wu Zhenyi

The Central Research Institute of China Chemical Science and Technology (CRICC) launched its Sci-tech Innovation Program on April 15th. The activities of the program include its first workshop on academic papers and a review of the scientific and technological achievements made by the institute over the last five years. By taking stock of past achievements, the program helps further define the research priorities of the institute in three major areas of pesticide agents and formulations, industrial water treatment and high performance coatings.

The herbicide synergist "GY-Hmax" which won the first prize of the program highlights its low effective dosage, reduced water consumption, doubled effectiveness and lower cost. The product has brought the institute total sales of RMB8 million and profits of RMB3 million in two years. When widely applied in China, it can cut direct utilization cost of about RMB3 billion for the country and significantly mitigate the pollution caused by herbicides to soil and groundwater. It will improve the safety performance of pesticides and increase benefits for farmers.

Sichuan BlueStar Machinery Signs Cooperation Deal with Sichuan University of Science & Engineering

Tang Anshu

On April 1st, Sichuan BlueStar Machinery Co., Ltd and Sichuan University of Science & Engineering signed an agreement of cooperation in R&D and commercialization of research findings, followed by the inauguration of the teaching and internship base of the university. Sichuan BlueStar Machinery is hungry for talent as the company is building a large chemical equipment manufacturing base with a total investment of over RMB700 million at the Deyang Economic and Technological Development Zone. The partnership with Sichuan University of Science & Engineering provides the company the leverage of R&D strength to develop new products. Meanwhile, the company offers the university market information, R&D funds and opportunities for student internships. Thus the cooperation will create a win-win situation for both sides.

ChemChina Compiles IPR Risk Management and Prevention

Wang Rong

An Enterprise IPR Risk Management and Prevention project undertaken by the Science & Technology Department of ChemChina was validated by the Beijing Intellectual Property Office (BJIPO). The Enterprise IPR Risk Management and Prevention Guide, which was compiled based on the project, will be released soon. The Guide offers an overview of the relations and differences between IPR and enterprise risks, their identification and evaluation methods and proposes solutions to IPR disputes through case studies. The Guide also includes IPR laws and management regulations as useful references for companies to manage IPR risks and improve risk prevention mechanisms.

Chenguang Institute Qualifies as IPR Management Pilot

Guan Qi

Zhonghao Chenguang Research Institute of Chemical Industry passed the acceptance check with honor to qualify as one of the demonstration units for the IPR management endeavors of the city, province and the country on March 30th. During the past two years, the Zigong-based institute devoted RMB136.03 million to R&D and RMB3.2 million specifically to IPR development and management. The sales for 2007 and 2008 generated by patented products amounted to more than RMB1 billion, accounting for 74% of its total sales. Altogether six new patents were implemented in two years, with the patent utilization rate hitting 100%.
Top 10 "Inventions" That Changed the World

Scientists, from the British Science Association, have drawn up a list of the top 10 things that have changed the world. A panel of 20 experts from the association drew up the list of the innovations to mark National Science and Engineering Week. Here is the list in full:

1 GPS Technology

Originally developed as a navigation system by the United States military, the Global Positioning System uses a network of satellites around the Earth to pinpoint the exact position of a receiver anywhere on the planet.

Since its development in 1978, it is now used in cars, aircraft and boats. Geologists use it to track the movements of continental plate tectonics and glaciers while conservation scientists have tagged turtles with GPS receivers to follow their epic migrations.

2 The Sony Walkman

In 1979 Sony spawned the era of wearable technology with its iconic personal stereo. It enabled music fans to listen to their music while on the move without inflicting their choices on those around them. It provided the soundtrack to millions of morning commutes.

The Walkman quickly changed listening habits and became hugely popular as jogging culture took the 1980s by storm - here was something that allowed you to listen to your music while you worked out.

This wearable technology has now evolved, thanks to Apple, into the iPod and has changed music for ever.

3 The Bar code

These boring sets of black and white lines can now be found on almost every single item bought from a shop. At first glance, it seems hard to see how they possibly made any impact on the world, but they have fundamentally changed the way we shop.

Norman Woodland first developed an early form of the bar code in 1949 by combining ideas from movie soundtracks and Morse code to help him speed up store checkouts. They now stores to instantly access product details, prices and stock levels with a sweep of a laser.

4 TV Dinners

Food on the go has been around since the time of Ancient Greece, but convenience food really took off in the 1970s and transformed the way families ate meals, the high-street, the countryside and national health.

Traditional family dinners around the table disappeared and pre-packaged "ready meals" eaten on the sofa became the norm. Due to hectic lifestyles, the products, which were often frozen, were designed to make life easier for time-pressed consumers.

The popularity of processed food, however, is also blamed for driving the obesity crisis. With high fat, salt and sugar content to make the meals last longer on the shelves, the diet of the Western world has deteriorated.
Top 10 "Inventions" That Changed the World

5 PlayStation

Although games consoles had been around for some time, Sony's PlayStation took gaming out of spotty teenager's bedrooms and into adult living rooms when it was released in 1994.

Here was a computer with more power than the average family PC. As of July 2008 more than 102 million PlayStation units have been sold, while the next generations, PlayStation 2 and PlayStation 3, have also been turned into best sellers.

The gaming industry is now worth almost as much as the film industry, taking in more than £15 billion in 2008.

6 Social Networking

Around the world, every day, more than three billion minutes are spent by computer users on Facebook. Along with other social networking sites such as MySpace and Twitter, it has completely changed the way we interact and who we interact with.

Millions of people now communicate tiny details of their professional and personal lives by poking, twittering and posting. Online social networking has allowed people to rekindle friendships with friends they lost touch with years ago.

Others chat online with complete strangers on the other side of the world.

In 1967 American psychologist Stanley Milgram conducted the small world experiment to prove the strength of old fashioned social networks. In the digital age, his six degrees of separation have almost become redundant.

7 Text messages

Text messaging has created a new vocabulary and new grammar that is almost incomprehensible to those who do not use it. LOL and FYI have now passed into everyday English.

It has also changed the way people use their thumbs - the old QWERTY keyboard layout suddenly became redundant. Among 13-17 year olds, text messaging now outweighs old fashioned phone calls by seven to one.

8 Electronic Money

In the UK there were 7.4 billion purchases made during 2008 with plastic cards. Combined with internet banking, cards have made the cheque almost redundant.

Credit cards gave us greater convenience for spending, greater security and the ability to spend money anywhere in the world. They also brought us internet fraud and record levels of debt that have contributed to the global credit crunch.

9 Microwaves

Not the ovens, but the electromagnetic waves. Microwaves - electromagnetic radiation with wavelengths ranging between 1 millimetre and one metre - are used by mobile phones, wireless broadband internet and satellite television.

Radar, which helped Britain win the Battle of Britain, also uses microwave radiation. They also gave us a new way of cooking food while the US military has developed a "less-than-lethal" weapon that can blast victims with a heatwave.

10 Trainers

Nightclub bouncers might not like them, but trainers changed fashion and the feet of generations. The Goodyear Metallic Rubber Shoe Company was the first to use a new manufacturing process that melded rubber to cloth in 1892, but it was not until the 1970s they took off.

With the help of celebrity endorsements by sporting superstars such as basketball legend Michael Jordan, trainers turned from being purely practical clothing for sport into a fashion item.

The Army now reports that young people are increasingly growing up without ever wearing leather shoes and their feet are now too soft to wear traditional military boots.