



SQM VITAS

Inaugurates new phosphate production line in Jafza, Dubai

Dubai, September 29, 2010

SQM VITAS, the business alliance between **SQM** and the **Roullier Group**, two of the largest companies in the world in the specialty plant nutrition, specialty animal nutrition and professional hygiene markets, today inaugurated its new production line in the Jebel Ali Free Zone. The inauguration was honored by the presence of H.E. Dr Rashid Ahmed Bin Fahad, Minister of Environment and Water.

In this new facility in Jafza, **SQM VITAS** will produce two of the main crystalline Phosphorus sources in the world, namely MAP and Urea Phosphate which further enhances the company's specialty plant nutrition portfolio. The plant in Dubai will produce three fully water-soluble crystalline P-sources: **Ultrasol™ MAP**, **Ultrasol™ Magnum P44** and **Ultrasol™ Magnum Phoscal**.

The companies related:

SQM, with head office in Chile, has a worldwide reputation as market leader in the production and commercialization of potassium nitrate and water-soluble **Specialty Plant Nutrition** solutions.

VITAS, as part of the **Roullier Group**, a French company, is the market leader in the production of specialty plant nutrition solutions for direct application to the soil and blends, specialty animal nutrition and professional hygiene products.





Phosphorus is a key element in a complete, well-balanced nutritional programme and facilitates several essential plant functions such as energy transfer, photosynthesis, transformations of sugar and starches, and translocation of nutrients within the plant.

SQM VITAS renders optimal support to growers and farmers in the markets where the company is present and assists them to implement the most appropriate nutritional practices to reach optimal results both in terms of crops and financial revenues. **SQM VITAS**, through a very close relationship with its clients, offers wide-ranging expertise and a large portfolio of solutions in its three business lines. Moreover, **SQM VITAS** provides added value products based on a flexible production system to meet the diverse needs and the specific requirements of each market **SQM VITAS** serves. By 2011, the company will also be fully operational in Brazil and Peru.

The inauguration of this new facility was also honored by the presence of Dr Mohammed Al Banna, VP Commercial Sales - UAE Region and several senior executives representing **SQM**, the Roullier group and **SQM VITAS**.

In his speech, Mohammed Al Banna said: “**SQM VITAS** has demonstrated excellence in their global operations and we hope this new facility will help the company to continue the pursuit of its vision and to effectively reach its goals. We congratulate **SQM VITAS** on this happy occasion and assure them that Jafza remains committed to creating the right environment to help the company thrive in the region.”

