

Press Release

Selena at Trade Fair in Beijing

On 4-6 November, Selena Shanghai Trading Co. Ltd participated in Fenestration China 2010 trade show in Beijing. Selena's exhibition space with Tytan Professional products attracted a lot of interest from visitors.

The fair is one of the biggest and most prominent events in the Chinese construction sector. It is an exhibition on windows, doors, construction chemicals, machines and equipment. During the fair, Selena Shanghai presented a range of Tytan Professional products, including: polyurethane foams, sealants and adhesives. The public was also interested in Selena's flagship product – Tytan Professional 65 foam, whose yield was compared to the products offered by other manufacturers.

“Participation in such a prestigious event in the construction sector as Fenestration China is an opportunity to present the advantages of our Tytan Professional products and the benefits coming from their application. This is also a chance, like in the case of Tytan Professional 65 PU foam, to provide Chinese clients with competent technical and practical information on our products” – said Krzysztof Domarecki, CEO of SELENA FM SA, the Group's holding company.

China is one of the key geographic expansion targets for Selena. Selena's first investment in the Chinese market was the joint-venture Foshan Chinuri Selena Chemical Co. Ltd. Founded in 2007, the company is a manufacturer of sealants for the Chinese and Central Asian markets. The same year saw establishment of Selena Shanghai Trading Co. Ltd., responsible for building the distribution network and sales development. Currently, development of a polyurethane foams factory in Nantong is nearing completion.

Products of the Selena Group become increasingly prominent in the Chinese market. They were also used by the companies constructing pavilions for the EXPO 2010 exhibition. Tytan-brand polyurethane foams, sealants and adhesives were used for building the cultural pavilion of EXPO 2010 and the exhibits of Malaysia, Switzerland, Germany and Italy.

Additional information available from:

Eliza Misińska, Joanna Kwiatkowska, Magdalena Kalisiewicz

GENESIS PR

(22) 327 1690, (601) 073-735