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CANADA: NORTH AMERICA'S CHOICE INVESTMENT LOCATION

Celanese selects a

Canadian Plant

for \$190 million expansion



Artist's rendition of expanded Millhaven site.

With world demand for plastic packaging materials skyrocketing, Celanese Canada, a subsidiary of Hoescht Celanese of Somerville, N.J., is investing \$190 million to build a new resin-production plant to serve the North American market.

To be located at the company's existing polyester-production center in Millhaven, Ontario, the new facility will produce polyethylene terephthalate (PET) resin – most of it for customers in the United States.

Millhaven won the expansion the competitive way: by selling the parent company on its workforce and other benefits in a two-year marketing campaign pitched

at all business units within Celanese's corporate family.

The campaign made the point and Millhaven won a place on the short list of six competing sites for PET resin production in North America. The Canadian plant emerged with the assignment on the basis of a strong showing in five critical areas: proximity to markets; workforce skill; safety and quality; existing plant

The new Millhaven plant is coming on-stream at the right time with the right product.

infrastructure; and local community support. Millhaven's first PET resin production line will begin operations in July 1996, and a second facility is scheduled to come on-stream by the end of that year. Company officials expect the plant to generate sales of up to \$250 million in its first year of operation.

Headquartered in Montreal, Celanese Canada manufactures

fibers, chemicals and other industrial products at three Canadian locations: Millhaven, Ontario; Drummondville, Quebec; and Edmonton, Alberta. All three plants are important centers for export production.

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According to industry analysts world demand for packaging resin is expected to reach 5.9 million tonnes a year. Half of this market pull will be generated in North America, already the fastest-growing market for these products.

Commenting on Millhaven's success in winning the PET resin assignment, Celanese Canada's President Donald Whitcomb says that in addition to in-house expertise in polymer technology and a quality workforce, "we have earned a solid reputation for consistently delivering top quality products. All our plants in Canada are ISO-certified – and each of them has a strong record of achieving a remarkably high percentage of first-quality product yields. Our plants also hold the distinction of being among the most efficient in the North American organization. These factors bode well for our future success." ●

U.S. business location experts choose Toronto for annual meeting

Canada's growing appeal as a business location for U.S. companies was underlined recently by the decision of the International Development Research Council (IDRC) to hold its annual Spring Congress in Toronto.

Founded in 1961 and headquartered in Norcross, Georgia, IDRC is widely recognized as the world's leading association of corporate real estate managers. The Association advises Fortune 500 companies on the location, design, development, financing, construction and management of facilities and assets.

The May 1995 meeting, the largest in IDRC's history, was the first to be held outside the United States. It brought together experts in facility site selection, design and construction, property acquisition and other aspects of real estate asset management for five days of special courses and workshops. Several Canadian provinces and municipalities took the opportunity to highlight their locational advantages. ●



Inside:

Location costs are **LOWER** in **CANADA**

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