



# NOAHS ARK CHEMICALS LTD

39 Bosworth Road, Cambridge, CB1 8RG, UK.

Tel: +44 1223 471 215

Fax: +44 1223 690 808

Registered in England Company No. 4237054

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Noahs Ark Chemicals General Manager Bharat Bhardwaj, has a great deal to smile about as the company he started and leads, has recently passed two important milestones. Noahs Ark recently completed three years of full trading and so now is on a much sounder financial footing. This has been capped by Noahs Ark being awarded the 2005 Queen's Award for Enterprise, in the international trade category for export achieved. Bhardwaj says the award 'is a great honour for our company and we are all delighted and proud to have our achievements officially recognised'.

Noahs Ark began life in 2001 as a family concern based in Cambridge and has since re-located to Antwerp. In its three years of trading it has accumulated turnover of more than €30m, primarily through trading glycols and acrylates. The company has a presence in all the major global markets, including China, the US, Asia, South America and Europe. Bhardwaj says they traded approximately 25 000 tonne of glycols and 30 000 tonne of acrylates in the last year.

The head of the company strongly supports the role of the smaller trader in the chemical industry, despite grumblings from larger producers and consumers. 'We offer a great deal of discretion, in our business, we carry out trade sensitively and

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diplomatically, leading to less disruption in the markets in which we operate. Our integrity is at the heart of what we offer to the market’.

Fully respecting the customer is also a key element of the company’s philosophy, ‘We are always aware that our customers have alternative options, we always try and put the customer first, the customer is always right’, says Bhardwaj’. ‘We go out of our way to respond to their requirements’ he continues.

Flexibility and dynamism are characteristics which Noah’s Ark has sought to develop and are part of what they see as underpinning their success. ‘As a small trader we have to react much more quickly to market changes, which can bring added value to our customers, claims the General Manager.

Noahs Ark has plans to expand its Asian operations, in recognition of the enormous growth potential in the region, particularly where China is concerned. It also wants to have a greater presence in the aromatics and fuels market. Bhardwaj will be speaking at ICIS Chemicals Global Glycols Conference in Singapore, in June.