

2018 Outlook

In an ever-changing business environment where both possibility and uncertainty coexist, we continually change ourselves and lead changes in the market. In 2018, we will keep finding new ways to change for the better, based on our business policy 'Deep Change', and thus take a step closer to a global leading chemical group.

The global economy is expected to continue its gradual growth in 2018. There are still factors that could increase volatility, such as sharper interest rate hikes around the world and policy restructuring in China. However, the continued growth of developing nations is forecast to offset any possibility of slower growth in major economies. In addition, international oil prices, which are vital for the petrochemical industry, are forecast to continue a strongly upwards trend.

Against this business environment, KKPC will continue to aim to enhance the value of our company and grow further through 'Deep Change'. We will therefore thoroughly identify and rapidly respond to changing customer requirements, in our efforts meet their needs and create a competitive advantage. We will also strive to generate synergy between our products and businesses through convergence between the different industries. Moreover, we will ensure the stable supply of feedstock and develop the ties between our businesses. We will also focus on talent development, in order to enhance our corporate value. These will bring about changes which will help KKPC take a step closer to its goal of becoming a global leading chemical group.



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