



PETKİM
&
EFQM Excellence Model

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Jeddah, KSA



Petkim and SOCAR Turkey (STEAS)



SOCAR Turkey Enerji A.Ş.
(STEAS)

Our Vision :

To be a leader company who has a Refinery-Petrochemical-Energy-Logistics integration in the area covers Turkey, Azerbaijan and their neighboring countries

Our Objective:

To be the greatest industrial production force of Turkey by accomplishing the Refinery-Petrochemical-Energy-Logistics Integration until the year 2023



STAR Refinery Inc.



PETKİM

OTHER SUBSIDIARIES

Our Vision :

- To continue its leadership crescively on Petrochemicals Sector at Turkey's market
- To be a regional force

Our Objective:

- 40% market share by sustainable growth at 2023

- Petrokim International Trading Ltd.
- SOCAR Power Energy Investments Inc.
- SOCAR Turkey Gas Distribution and Trade Inc.



Location & Layout

LAYOUT OF ALIĞA COMPLEX (1000 m²)

Plant area	6.394
Residential area	2.012
Güzelhisar dam	7.008
Çayağzı region	2.929
Other	1.502
Total	19.845



Petkim

STAR Refinery

TÜPRAŞ

PETKİM PLANTS

ADDITIONAL LAND FOR
EXPANSION POTENTIAL

PETKİM PORT

PETROL OFİSİ

PETKİM 2012



Products and Capacities



Plant Capacities



Thermoplastics Capacity 740,000 ton/yr

PVC	150,000
LDPE	350,000
HDPE	96,000
PP	144,000

Fiber Raw Materials Capacity 249,000 ton/yr

MEG	89,000
ACN	90,000
PTA	70,000

Other Plants Capacity 985,000 ton/yr

ETHYLENE	520,000
Propylene	240,000
C4	140,000
Py-Gas	390,000
BENZENE	150,000
P-x	136,000
O-x	50,000
CHLORINE	100,000
VCM	152,000
PA	49,000
MB	10,000
Plastic Products	4,000
Power (MW)	226



STEP Enerji Santrali

Minimum 1000 MW
Total Power Production

**NEW PETROCHEMICALS
PRODUCTION**
6 million tons/year Petrochemical
Production Capacity
1.4 million tons/year Ethylene
Production

Wind Power
25 -47.5 MW
Power Production

Refinery 10 MMT/year

PETKİM PORT and LOGISTICS
1,5 million TEU Capacity Container Terminal
Nearly 1 million tons Storage capacity of Tank Terminal

Vision 2023

The Region's World Class Energy and
Chemical Logistics Hub

2011-2023 Term:
40% Market Share
5 Billion \$ Export
10 Million \$ Investment Amount
Process Integration-Energy Efficiency



STAR Refinery

STAR REFINERY is one of the most important localization projects in Türkiye and it is the biggest investment made to a single location.



Project Information

Capacity	: 214.000 bpd
Location	: Aliğa / İZMİR
Type	: High Conversion
Crude Oil	: Medium gravity crudes from Ural, Azerbaijan and Kirkuk)

Product Slate

- Optimum LPG
- Maximum Naphta
- No Gasoline
- Maximum Jet-Fuel and Diesel
- Minimum Fuel Oil and Bitumen



STEP Energy Plant

Project Information

- **Project Owner** : SOCAR Power Energy Investments Inc.
- **Planned Capacity** : 612 MWm/600 MWe
- **Planned Production** : 4.320.000 MW/year
- **Fuel Heat Capacity** : ~1.534,5 MWt
- **Technology** : Clean Coal

Through the utilization of refinery side products, STEP Energy Plant will provide the electricity demand of Value Site by the most sustainable and feasible way.



PetCogen Cogeneration Plant

Project Information

- **Project Owner** : SOCAR Power Energy Investments Inc
- **Planned Capacity** : 1400 t/h steam, 210 MW
- **Plant Type** : Coal-based Cogeneration Plant
- **Fuel** : %100 coal
- **Units** : 4X350 t/h coal fed boilers + 2 back-pressure turbines + 2 condensing turbines
- **Start-up date** : 2015

PetCogen will provide the required electricity and steam for existing and planned facilities through utilization of most economical hydrocarbon resource-, coal. It will provide ~30% cost advantage.



Petlim - Petkim Container Port

Project Information

- **Project Owner** : Petlim Port Business Trade Inc.
- **Operations Partner** : APM Terminals BV
- **Total Planned Capacity** : 4.000.000 TEU/year
- **Ship Capacity** : 11000 TEU

By the end of 2016, Petkim Container Port will be the largest integrated port in Aegean Region with 4.000.000 TEU container capacity.

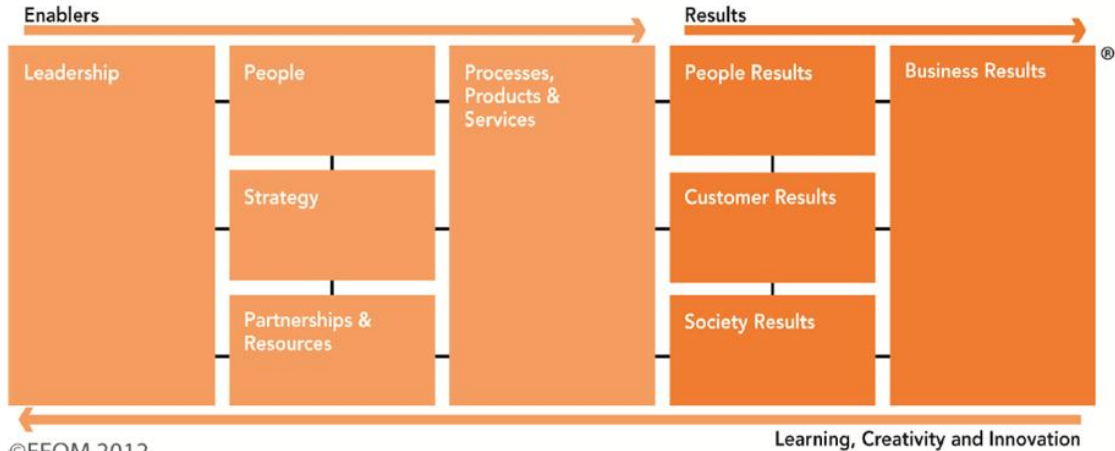


Petkim - Downstream Investments

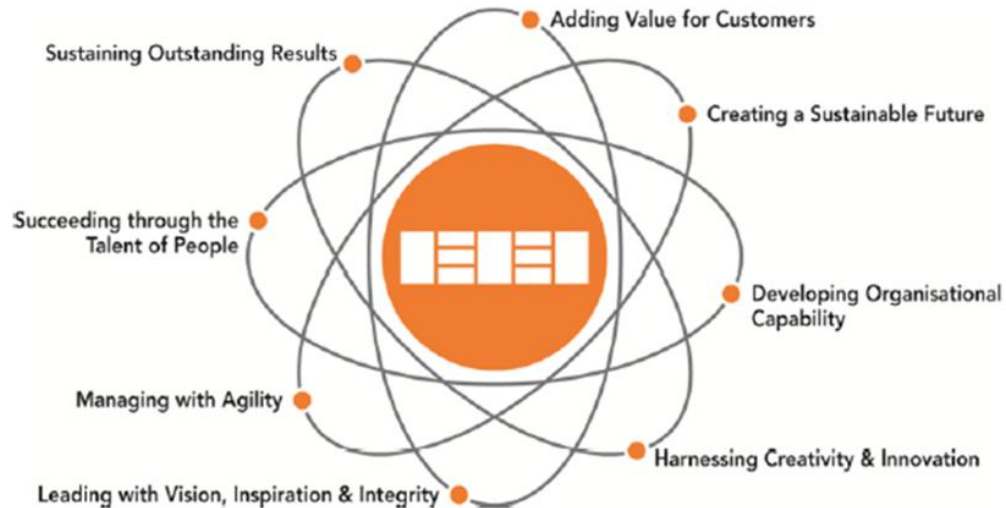
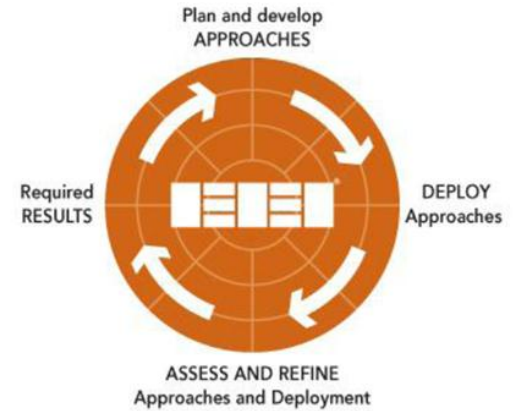
Unit	Investment	Capacity (tonnes/year)		
		Existing	Planned	Start-up
Ethylene	Expansion	520	587,6	2014
PTA	Expansion	70	105	2014
XLPE	New unit	-	30	2016
BDX	New unit	-	100	2016
Ethoxylate	New unit	-	50	2018
MEG	Resizing	89	45	2018
NaCN	New unit	-	18	2018



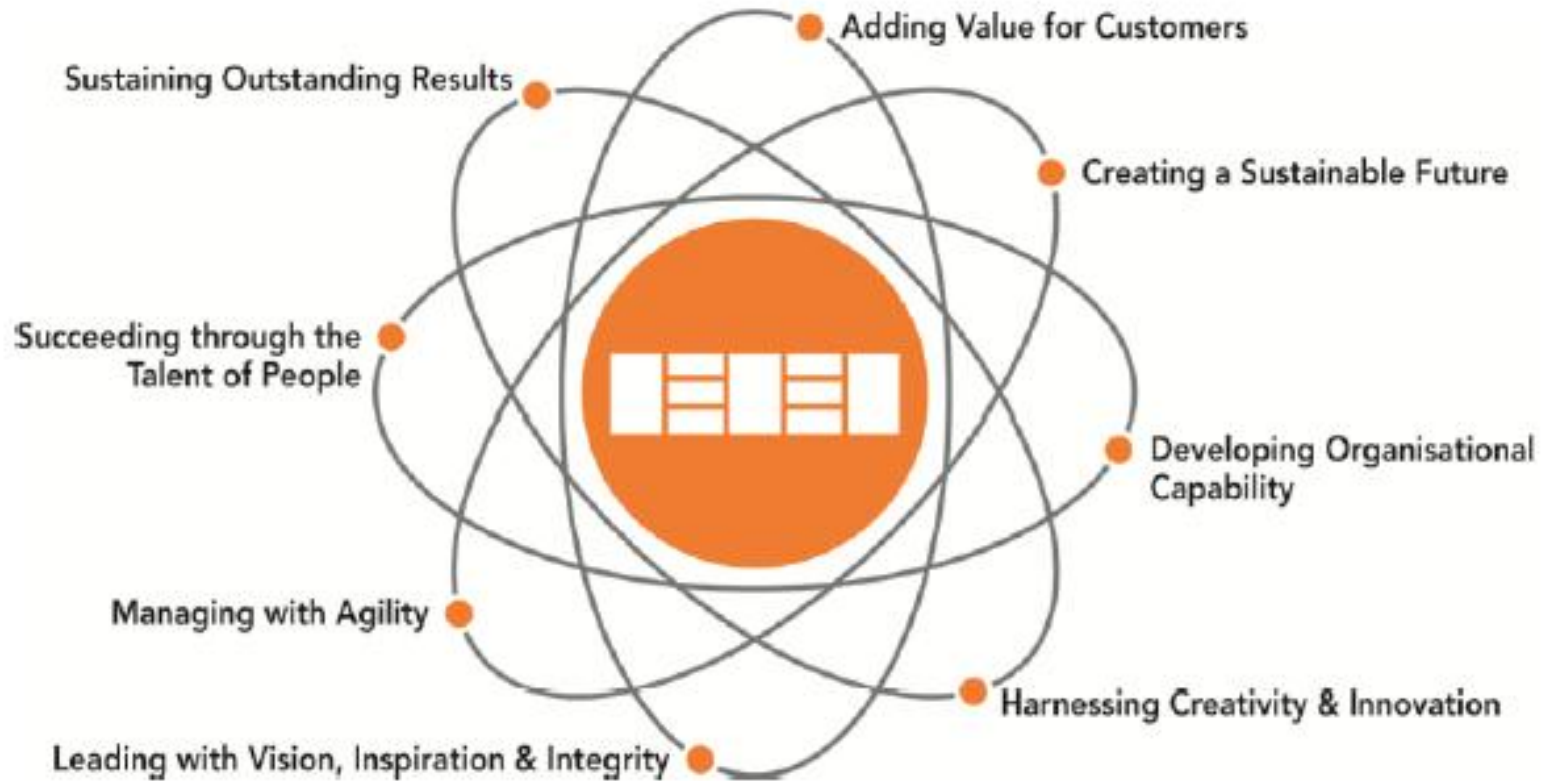
EFQM Excellence Model as Management Strategy



©EFQM 2012



Fundamental Concepts of Excellence



Journey to Excellence

- 2004 Signing of National Quality Movement Act
- 2006 Balanced Scorecard
- 2008 Application for National Quality Award,
Recognized for Excellence 4-star
- 2009 Integrated Management System Certification
(ISO9001-ISO14001-OHSAS18001)
- 2010 ERP, MES and LIMS projects
- 2010 Transition to EFQM Excellence Model 2010
- 2011 Revision of Process Management System and Strategic Management Approach
- 2012 Application for National Quality Award,
National Quality Prize for Large Organizations Category
- 2013 Energy Management System Certification *(ISO 50001)*



Adding Value for Customers

- High quality products, ease of processing
- On-line transactions and information
- Extensive technical support
- Regional customer meetings
- High brand reputability
- Customer satisfaction survey

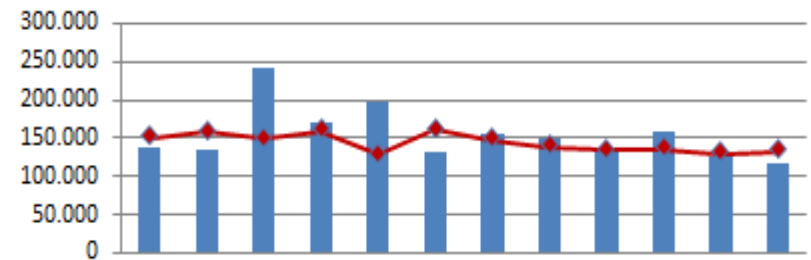


The screenshot shows the Petkim Customer Service System login interface. At the top left is the Petkim logo and the text "petkim petrokimya holding a.ş.". At the top right is "PETKIM CUSTOMER SERVICE SYSTEM". The main area features a login form with fields for "User Name:", "Password:", and "Language:" (set to "English"), and a "Login" button. To the left of the form is a yellow key icon. To the right, there are two warning boxes: one stating "Petkim does not demand account, credit card, password and credentials from customers via e-mail." and another with a red triangle icon stating "You can apply to the telephone numbers in the contact section for Customer Service System related questions." At the bottom, there is a footer with contact information in Turkish and English, and the text "Developed By Koç Sistem & Pöt Bilgi İşlem".



Managing with Agility

- Market monitoring and projection
- Scenario analysis
- As-is analysis including PESTEL, BCG,KPI's and audits
- Business modelling
- Strategic planning
- Budgeting



Sustaining Outstanding Results

- EFQM Excellence Model
- ISO 9001, ISO 14001, OHSAS 18001, ISO 50001
- Process management
- Business process improvements
- ERP, MES, LIMS, CMMS
- Budgeting
- Continuous improvement teams



Succeeding through the Talent of People

- Award winning recruitment process and orientation
- Personal improvement and career development
- Petkim Academy
- Performance measurement and training
- Continuous improvement teams
- Empowerment and motivation



Developing Organisational Capability

- Business modelling - *Value Site 2023*
- Strategic planning
- Enterprise risk management
- Competitiveness and partnerships
- Business networks
- Innovation clusters

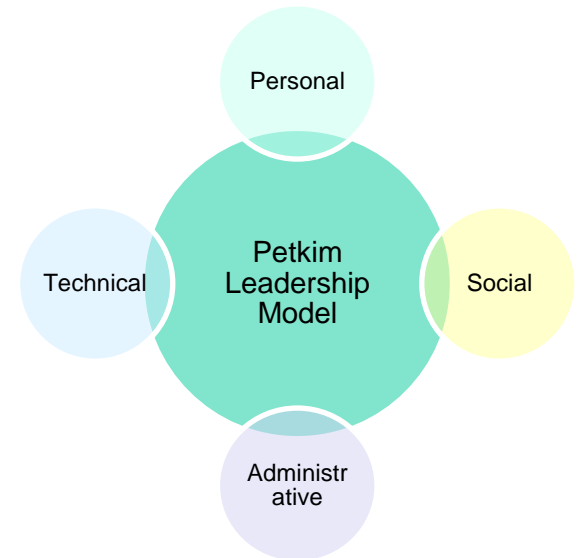


PETKİM 'VALUE-SITE' 2023



Leading with Vision, Inspiration and Integrity

- Petkim Code of Conduct
- Petkim Leadership Model
- Empowerment and motivation
- Petkim Academy
- Comissions and participation
- Coaching and mentoring
- 360° Self assessment



Harnessing Creativity and Innovation

- Business networks
- Innovation clusters
- Peer to peer development projects
- R&D center
- Continuous improvement teams
- Petkim Academy



Creating a Sustainable Future

- Petkim Corporate Values
- ISO 14001, OHSAS 18001, ISO 50001
- Carbon Disclosure Project
- Hazardous Waste Incinerator
- Aliğa Petkim Basketball Team
- Heydar Aliyev Technical High School
- Heydar Aliyev Memorial Forest



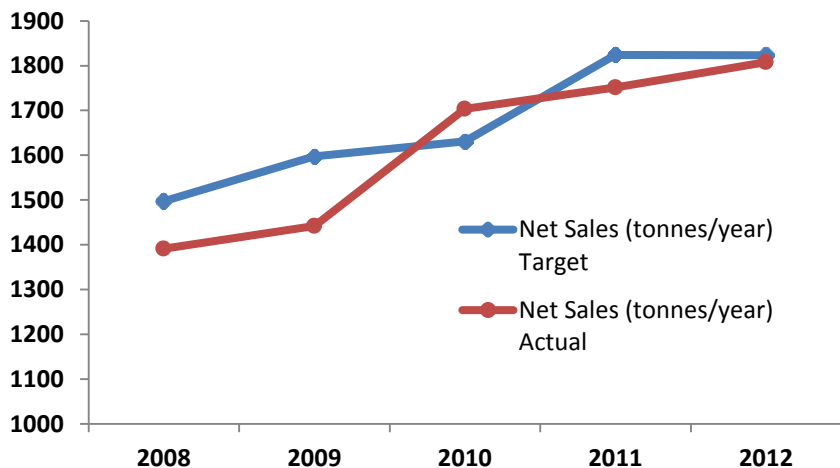
Benefits of Excellence Model

- Clarity about mission, vision and organizational expectations
- Clearly defined processes
- Effective use of improvement tools
- Team works/better communication
- Involvement of people
- Increasing stakeholder focus
- Better results/performance improvement
- Benchmarking / best practices
- Learning from other organization
- Creating corporate memory
- Self assesment/external assesment
- Excellence culture

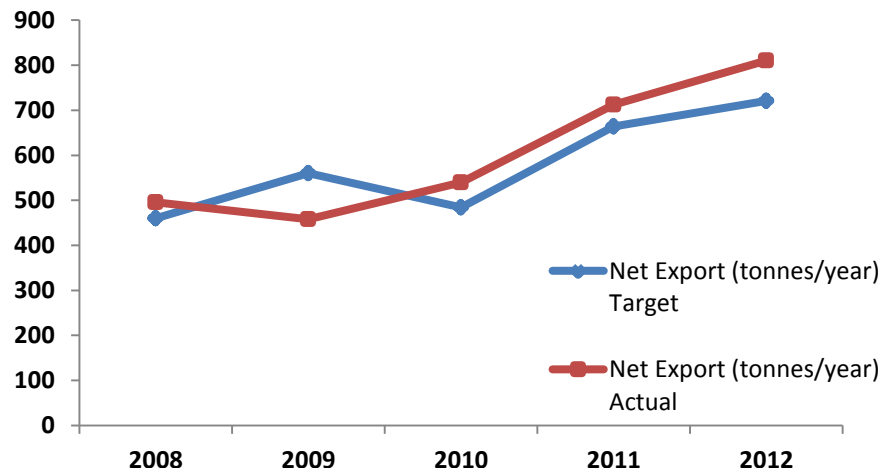


Corporate Results

Net Sales (tonnes/year)

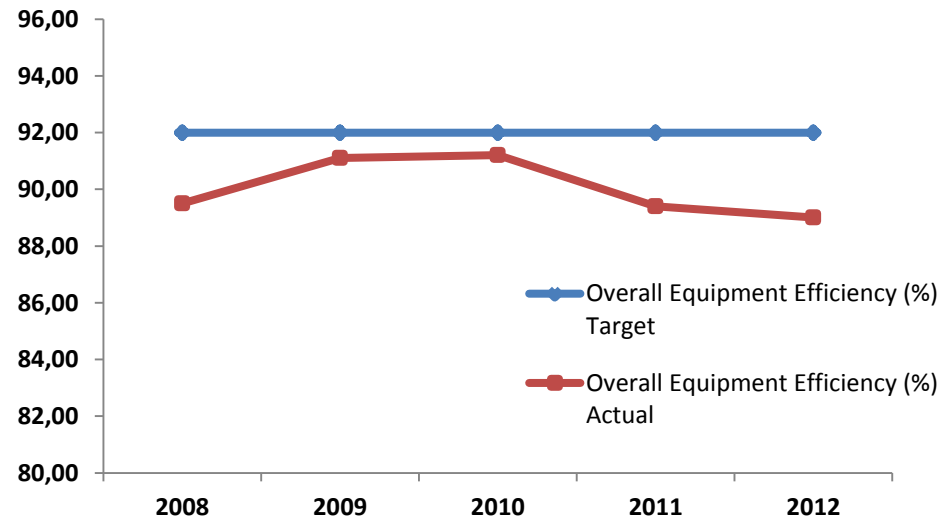


Net Export (tonnes/year)

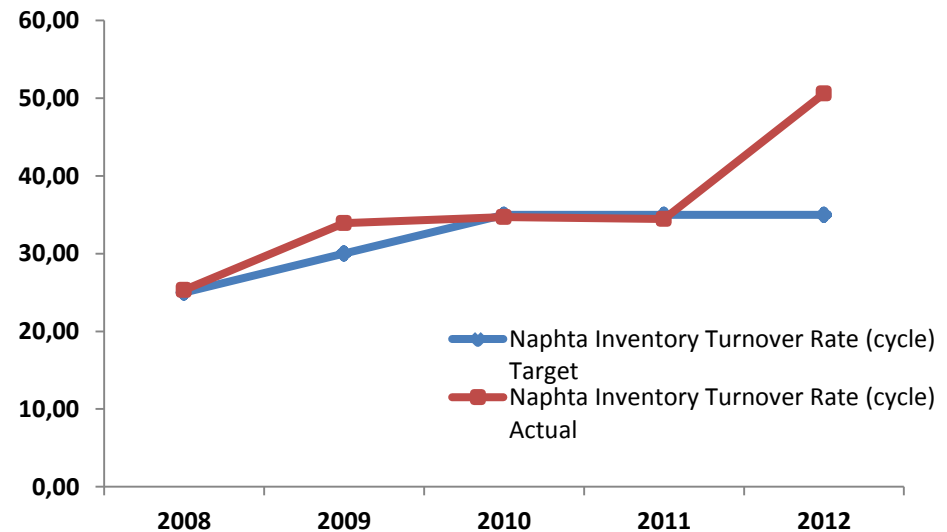


Corporate Results

Overall Equipment Efficiency (%)

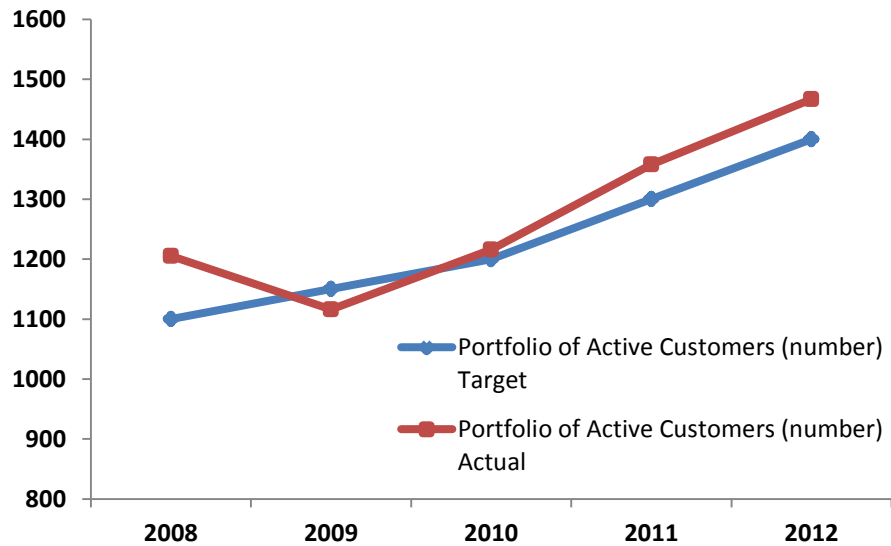


Naphta Inventory Turnover Rate (cycle)



Customer Results

*Portfolio of Active Customers
(number)*



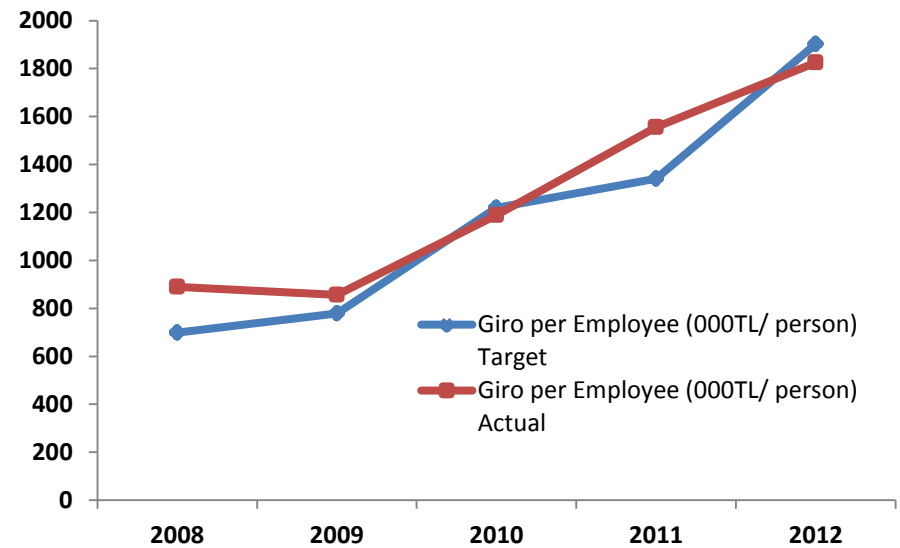
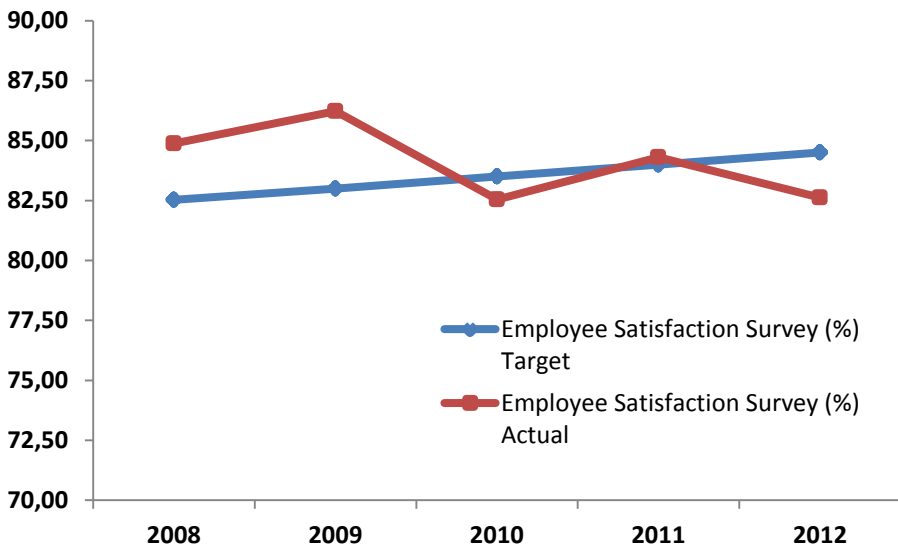
Customer Satisfaction Survey (%)



Employee Results

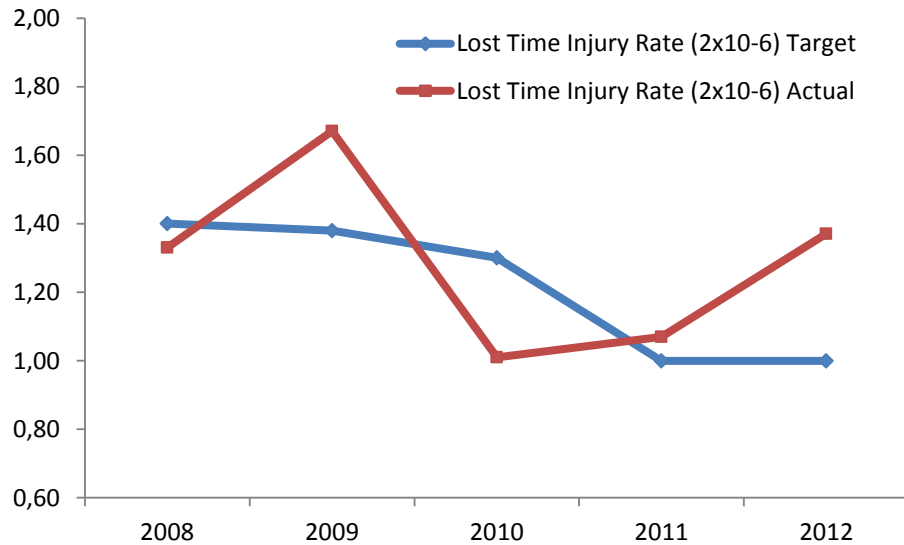
Employee Satisfaction Survey (%)

Net Sales per Employee (000 TL/person)

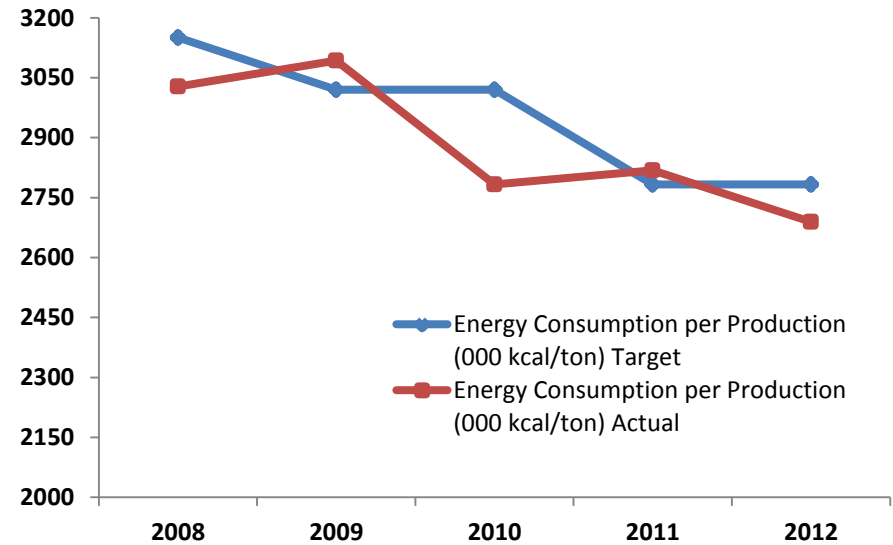


Sustainability Results

Lost Time Injury Rate (2×10^{-6})

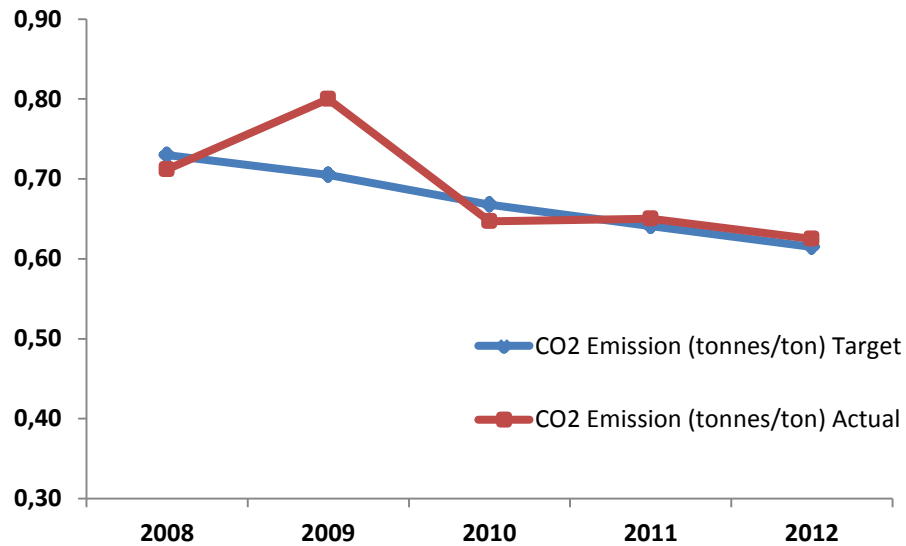


Energy Consumption per Production (000 kcal/ton)

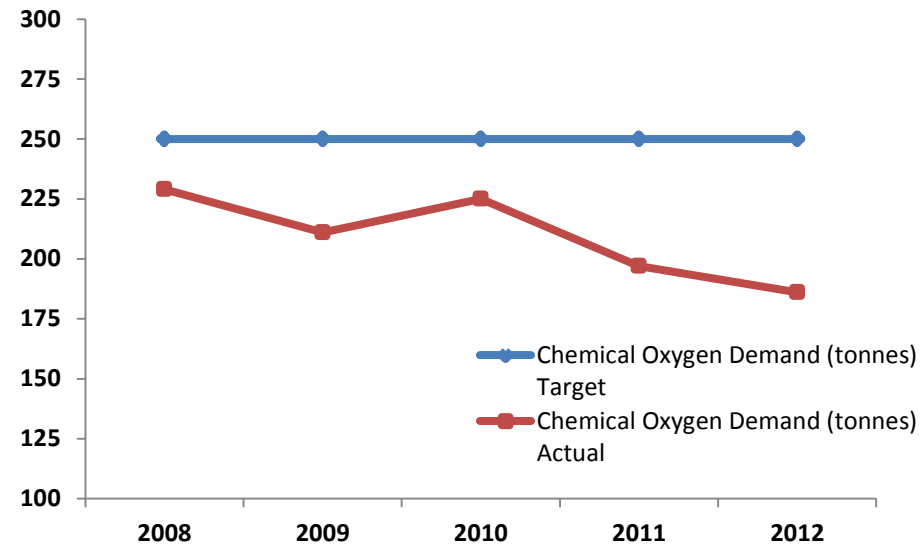


Sustainability Results

CO2 Emissions (tonnes/ton)

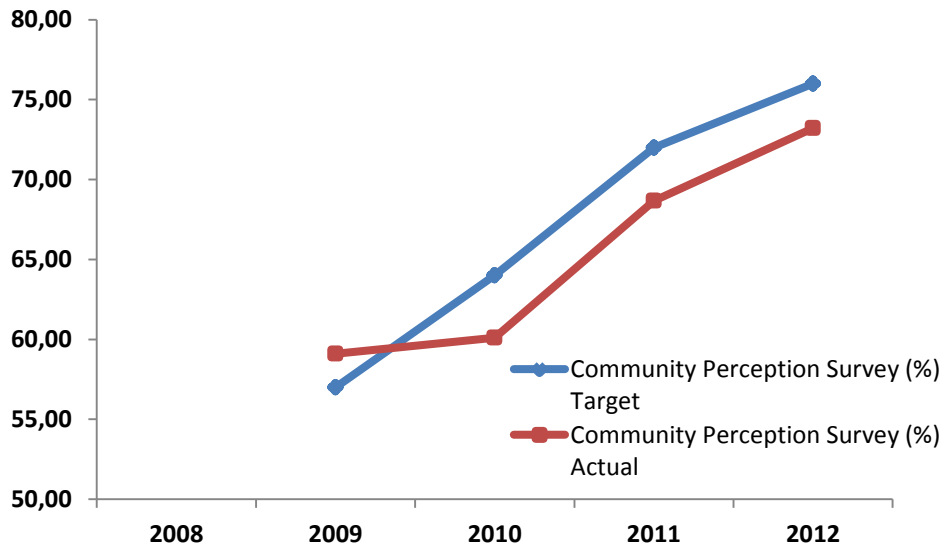


Chemical Oxygen Demand (tonnes)

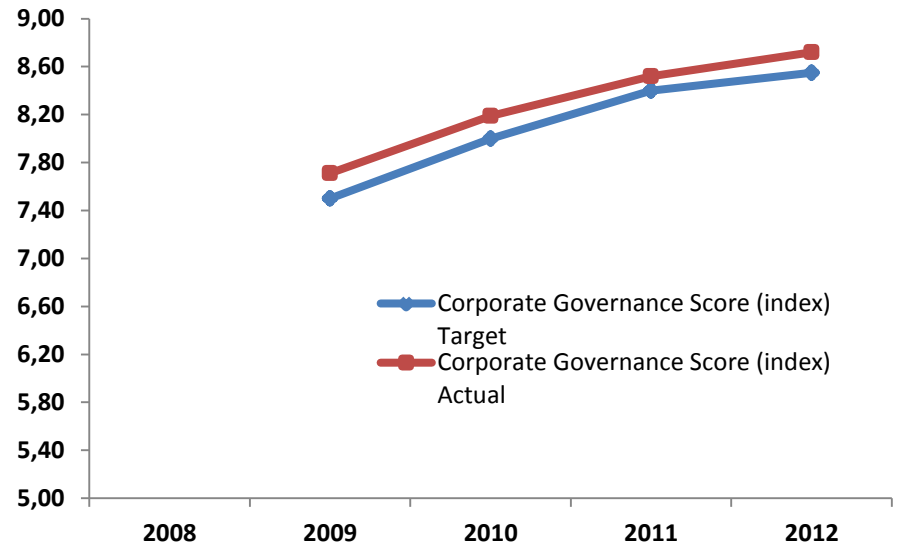


Sustainability Results

Community Perception Survey (%)



Corporate Governance Score (index)



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