

## Press release

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### RHODIA CELEBRATES 30 YEARS OF PRESENCE IN CHINA

**Shanghai, October 20, 2010** ----- Rhodia is this year celebrating its 30<sup>th</sup> anniversary of presence in China. Today, China is spearheading Rhodia's development in the Asia-Pacific zone – a part of the world that Rhodia is targeting for growth. The Asia-Pacific zone currently accounts for 28% of the Group's sales and 21% of its workforce.

*"China benefits from one of the highest potentials for economic growth. With 30 years' experience in this market, an efficient industrial network and a dedicated research & development hub, Rhodia has all the key assets it needs to take full advantage of this source of new growth",* said Jean-Pierre Clamadieu, Chairman and CEO of the Rhodia Group.

The Group's activities in China are concentrated in three sectors: automotive, with silicas for tires, engineering plastics and catalysis technology; cosmetics and detergents, with specialty surfactants, a market segment where the Group's front-ranking positions will be further strengthened by the acquisition of Feixang Chemicals; electronics, with rare earth-based formulations. The Group is also developing its expertise in China in the field of renewable sources of energy.

Rhodia strong local presence comprises 2,000 employees – 86% of managers are of Chinese origin – and 13 production sites. These facilities constitute a powerful network that is being reinforced with capital spending projects on the Zhengjiang platform, near Shanghai, and the launch of a new silica plant in Qingdao. The Group also runs a worldwide R&D center in Shanghai where a team of 100 research scientists develop innovative solutions specifically designed for the Chinese or Asian markets. In 2009, the center filed 15 patents and launched 32 new products.

Rhodia is recognized in China as a responsible manufacturer - another major advantage enjoyed by the Group against a background of increasingly stringent regulatory and environmental requirements. In 2010 it received the "2010 Corporate Social Responsibility Special Award" at a conference in Beijing devoted to the contribution of multinational corporations to the country's sustainable development.

*Rhodia is an international chemical company resolutely committed to sustainable development. As a leader in its businesses, the Group aims to improve its customers' performance through the pursuit of operational excellence and its ability to innovate. Rhodia is the partner of major players in the automotive, electronics, flavors and fragrances, health, personal and home care markets, consumer goods and industrial markets. The Group employs around 13,600 people worldwide and generated sales of €4.03 billion in 2009. Rhodia is listed on Euronext Paris.*

For further information, please visit our corporate website at <http://www.rhodia.com>

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