

### We can help answer:

- Where should my company's next capital investment be?
- How can I access competitive feedstocks?
- Which are the growth markets and how can I position my business to take advantage of growth opportunities?
- What is the commercial and financial feasibility of this project? Does it look attractive and how does it rate versus competitors?
- What is the market outlook and how is the market impacted by global mega-trends, regional and local factors?
- How is the market impacted by competing materials, substitution and regulations?

*"The business cases from IHS Markit are probably the best educational tools we have for our region, allowing us to bring investors up to speed and open a discussion of how Alberta is uniquely qualified to meet their needs."*

**Neil Shelly,**  
Executive Director, Alberta's Industrial Heartland Assoc.

*"IHS Markit is one of the few organizations with the capabilities and resources to pull all of this expertise together into a single project team."*

**Reynaldo Saldares,**  
Commercial Advisor,  
Anadarko Petroleum

# Commercial and Feasibility Studies

Expertise and insight to support corporate and business planning, business development and capital investment projects

Deep insight and robust analysis, provided by highly credible and experienced consultants, is crucial to effectively evaluate and pursue opportunities and new business ventures.

Built on IHS Markit' reputation for integrity and our comprehensive industry intellectual capital and proprietary information, our consulting team has developed extensive expertise performing commercial analyses and project feasibility studies to companies operating at any point across the chemical value chains.

Combining the unmatched breadth and depth of the information and insight provided in our multi-subscriber databases and reports, with our consultants' first-hand industry experience, we uniquely understand the complex and dynamic chemical industry. With experience ranging from advising company executives, business development, analysts and project managers, IHS Markit is equipped to provide guidance and critical thinking throughout project planning, development and execution phases.

The union of vast market and technical knowledge enables us to truly understand the challenges our customers face, and partner with them to deliver solutions that are specifically tailored to successfully drive their business forward.

### Core Capabilities

- Commercial planning
- Competitive evaluation and benchmarking
- Scenario analysis
- Portfolio reviews
- Primary market research
- Trend analysis
- Feasibility studies
- Production cost benchmarking

### Industries we support

- Integrated oil & gas companies
- Base chemicals and intermediates
- Inorganic chemicals
- Polymers and plastics
- Specialty, fine and performance chemical
- Fertilizers
- Industrial biochemicals/ biomaterials
- Converters/Industrial manufacturers/Brand owners
- Chemical process equipment suppliers
- Technology licensors
- Engineering, Procurement, Construction (EPC)
- Investors/ Financial institutions
- Governments/ Industry associations
- Legal
- Insurance

## Why choose IHS Markit?

IHS Markit Chemical has deep experience in advising chemical producers, governments, financial institutions and technology providers operating at any point along the chemical value chain, from commodity to specialty chemicals and renewables.

Together, our team offers what many consultancies cannot, a history dedicated to the chemicals industry and how it integrates with upstream oil, gas and minerals operations and downstream end-use markets. That experience enables us to understand your greatest challenges and work in partnership with you to find the optimum solution.

## Qualifications & experience:

This list is not exhaustive and is intended to serve as an introduction to IHS Markit Chemical Consulting's breadth of services offered:

## Expert Highlight



### John Page; Vice President and Global Consulting Lead

John Page leads IHS Markit Chemical's global industry consulting organization with teams in U.S., Europe, Middle East and Asia. John joined CMAI in 2001 and then IHS Markit after it acquired CMAI in 2011 and has a wealth of industry experience from roles in single client consulting, market insight and operations. He and his team spend time working with clients on investment related projects, strategic assignments, mergers and acquisitions, market studies, project financing, and technology assessments.

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Project Name	Project Description
<b>Petrochemicals Master Plan Study</b>	IHS Markit completed a comprehensive Master Plan study for the development of the petrochemicals sector for a client in the UAE to support the Emirate's Vision 2030. IHS Markit carried out comprehensive product screening and selection process and provided market, technology and cost competitiveness analyses, project economics, social and economic impact assessment of the Master Plan. The master plan was translated into a business case to show the impact on the economy of the Emirate, its competitive position and overall economic attractiveness. The Master Plan shows the potential for new industry clusters to emerge in downstream industries reliant on petrochemicals as primary inputs. It also includes a socio-economic impact analysis which catalogues the social and economic impacts the region can expect.
<b>Feedstocks Sourcing</b>	A major consumer of C5 and C9 feedstocks in Europe was facing a feed-sourcing issue as cracker in Europe move to lighter feedstocks. IHS Markit utilised the in-depth knowledge of its olefins' experts who have day-to-day contact with major players in the olefins industry to model every cracker in EMEA, determining the volumes of co-products produced by each cracker over the next ten years. Also provided ideas for potential new sources and valuation ranges.
<b>Market Study on Lactic Acid</b>	A major global petrochemical company with interests in the production and marketing of lactic acid wished to develop a deeper understanding of the lactic acid markets, outside of its use in PLA. IHS Markit carried out a major primary research exercise to understand the applications for lactic acid outside of its use as a polymer for making "green" bottles and the drivers for growth in the other applications. IHS Markit was able to assess the major competing acids and how the price of lactic acid impacts its penetration of these markets.
<b>CIS Petrochemical Producer, Feasibility Study</b>	IHS Markit undertook a major study for a CIS client who had a large amount of gas condensate feedstock which they wished to monetize. The study included a review of the best location to convert this feedstock to petrochemicals along with a range of potential configurations at each location, informed by an analysis and forecasts of markets for polymers, aromatics and synthetic rubbers, technology and competitiveness assessment and financial evaluation (cash flow modelling).

For more information [www.ihsmarkit.com/chemicalconsulting](http://www.ihsmarkit.com/chemicalconsulting)

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## About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.