



IHS CHEMICAL CONSULTING

Commercial and Feasibility Studies

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 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 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

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

Industries we support

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

Why choose IHS?

IHS 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.

Expert Highlight



John Page; Vice President and Global Consulting Lead

John Page leads IHS Chemical's global industry consulting organization with teams in U.S., Europe, Middle East and Asia. John joined CMAI in 2001 and then IHS 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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Qualifications & experience:

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

Project Name	Project Description
Petrochemicals Master Plan Study	IHS 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 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.
Feedstocks Sourcing	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 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.
Market Study on Lactic Acid	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 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 was able to assess the major competing acids and how the price of lactic acid impacts its penetration of these markets.
CIS Petrochemical Producer, Feasibility Study	IHS 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

Visit: www.ihs.com/chemicalconsulting
or email: chemicalconsulting@ihs.com

ABOUT IHS

IHS (NYSE: IHS) is the leading source of information, analytics and expertise in critical areas that shape today's business landscape. Businesses and governments in more than 140 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs nearly 9,000 people in 33 countries around the world.