



IHS CHEMICAL CONSULTING

Strategy and Business Planning

We can help answer:

- How do I pursue a downstream integration strategy?
- What are the most prosperous portfolio and product strategies?
- How do I successfully expand to a new region or entry a new market segment?
- What is the most effective corporate strategy for my company?
- What is the impact of megatrends or external shocks on my strategy?
- What role should inorganic growth play in my strategy?

“Access to data and analysis from so many different industries was very helpful for devising an innovative strategy. For this project, only IHS could deliver the combination of high-quality information and insights that we needed across all businesses with such speed.”

Junichi Masuda,
Director,
Toray Industries America

“Things don’t happen by chance. We had the right long-term strategy and a nucleus of senior people researching market opportunities and building strong relationships so we were ready to make Etileno XXI a big success.”

Cleantho de Paiva Leite Filho,
Director of Business Development, Braskem Idesa

Expertise and insight to support business challenges and address complex strategic planning

Deep insight and robust analysis, provided by highly credible and experienced consultants, is crucial to effectively evaluate and determine strategies to establish and maintain growth.

Built on IHS’ reputation for integrity and our extensive industry intellectual capital and proprietary information, our consulting team has developed deep expertise performing business evaluations, to develop and propose strategies that support companies operating at any point across the chemical spectrum. From pricing, portfolio and procurement assessments, and performance improvement, to determining long term corporate plans; we help organizations formulate strategies that will maximize value.

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. IHS is equipped to anticipate the risks and opportunities of strategic choices, and provide critical thinking to support companies to progress their most profitable strategic opportunities.

The union of comprehensive 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

- Corporate strategy development
- Portfolio strategy
- Market entry strategy
- Capital investment planning
- Price benchmarking & optimization
- Procurement benchmarking & strategy
- Supply chain design
- Performance improvement & business turnaround

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

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 basic commodities to advanced specialty products.

Together, our team offers what many consultancies cannot, a history dedicated to the chemicals industry and intimate knowledge of how it integrates with upstream oil, gas and minerals operations and downstream end-use markets. These capabilities enable 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 Chemical Consulting's breadth of services offered:

Project Name	Project Description
North American Aspirational Growth Strategy	IHS was retained by a leading advanced materials manufacturer to identify growth and procurement opportunities across existing and new markets as a result of the direct and indirect effects of the North American "shale gale" that would enable them to achieve a goal of 10% CAGR by over a five year period. Working with colleagues in chemicals, energy and multiple end use markets as well as conducting significant primary research, the IHS team compiled a of over 400 market opportunities and profiled the best 40 growth and 15 procurement options. Using a rigorous screening approach, the joint IHS/ client team selected the top priorities, including opportunities in aerospace and defense, polymer compounding, life sciences, environment and procurement. As part of the effort, developed action plans including proposed acquisitions and partnerships to accelerate entry and increase traction in new markets. The CEO and senior leadership of the company ultimately approved to move forward with all 5 proposed strategies/ plans.
Megatrends Impact on Global Petrochemicals	IHS was engaged by a leading Middle Eastern petrochemicals producer to identify key megatrends and determine their impact on major chemical end use markets and on leading industry participants. Working with IHS economists, chemicals experts, and end market specialists, identified five quantifiable megatrends, and determined their impact on 12 target chemical end use industries, across 10 regions and 16 specific countries. Using the market demand requirements based on sector growth rates and product demand elasticities, determined the major chemical products necessary to meet future applications and forecasted demand. Identified resultant opportunities and challenges associated with specific products and value chains across the target geographies.
Latin American Market Entry Strategy	A Latin American National Oil Company engaged IHS to develop a petrochemicals downstream integration strategy. IHS worked with the client to select its future product portfolio and target markets. IHS developed a market focused strategy with emphasis on establishing a leading regional market presence based on a competitive value proposition for each product group. IHS also developed a business entry strategy addressing capital investments, critical capabilities and potential partnering approaches.
Competitive Positioning and Strategic Options	IHS was engaged by a North American packaging resin producer to develop strategic options for maximizing shareholder value. Key options under consideration were continuation as a standalone company and potential M&A options for enhancing shareholder value. Based on an in-depth analysis of the packaging resin industry, a competitive map for the North American packaging resin market was developed. Potential industry evolution along alternative paths was developed as well as the implications for shareholder maximization.

Expert Highlight



John Mulholland; Vice President Strategy Consulting, IHS Chemical

John serves as Vice President of IHS Chemical Strategy Consulting, responsible for the sale and delivery of IHS strategy engagements globally. With more than 25 years in the chemical industry, John has extensive experience

in advising senior industry executives on critical strategic issues and complex business challenges.

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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.