



**Uncover the way forward.  
Reveal new opportunities.  
Perform better.  
Achieve more.**



**The pressure to achieve better results comes in many guises: financial, operational and environmental. When facing complex business challenges, investing in specialist services is a proven way to identify and implement successful strategies. ICIS Consulting offers exactly that.**

With decades of experience in global chemical, energy and fertilizer markets, combined with unlimited access to a wealth of data, research and analysis, ICIS Consulting is the ideal partner for senior management teams in the world's leading chemical and energy organizations. Our skilled consultants and extensive resources are a powerful combination that delivers impressive results.

As well as giving you access to the very best people, extensive data and robust tools – choosing ICIS Consulting also means benefitting from a flexible approach designed to suit the specific needs of your organization. We are experienced in working across the consultancy spectrum, dealing with all elements from research and assessment through to planning, forecasting and project management.

Our experienced team of consultants work with you to answer key questions facing your business today. We can provide invaluable insight on the world's energy and crude markets, oil refining, petrochemicals, fertilizers, polymers and fine chemicals. In addition to all of this, for China we also offer excellent depth of insight on iron, steel, non-ferrous metal, paper and pulp markets.

We make it easy for you to clearly see what is needed. And what *isn't*.

## Growth

- Mergers, acquisitions
- Market research
- Market entry studies
- Forecasting
- Investment analysis

## Planning

- Benchmarking
- Planning and project management
- Project feasibility
- Strategic planning
- Strategic review

## Restructuring and change analysis

- Capital and resource planning
- Feedstock and product valuation
- Asset valuations
- Cost modelling
- Commercial efficiency evaluation
- Refining to petrochemical integration

## Legal

- Contract advice
- Litigation support

### ICIS in action

***“ We completed a market review and commercial due diligence for a PTA producer, putting them in an informed position ahead of their annual PX term purchase negotiations.”***



## The ICIS difference

**ICIS Consulting clients benefit from our extensive information resources and experienced team. This enables us to build a detailed and complete picture to support our analysis of your situation or particular challenge.**

Home to some of the most knowledgeable industry consultants in the marketplace, ICIS Consulting has a wealth of experience to draw upon. We also differ from other consultancies in three important ways.

- **Data access**

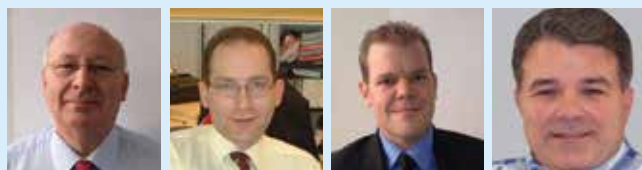
Although ICIS Consulting operates entirely separately to our market intelligence business, the breadth and depth of ICIS information resources accessible by our consultants, along with the accumulated knowledge of our global subject matter experts, is key to the strength of the solutions we deliver. Ours is guaranteed to be a fully informed approach supported by extensive evidence and taking account of market leading historical and forecast data (1978 – 2030).

- **Insight**

We have the insight needed to identify opportunities and devise strategies to improve performance and profitability. Our recommendations draw upon decades of experience and clear interpretation of the detailed evidence collated. That's why we are trusted by leading chemical producers, oil companies, state owned energy and chemical enterprises, and industry service providers around the world.

- **Longevity**

ICIS Consulting is backed by the ICIS global organization. We are a publically owned company, with offices and experts around the world. This means that we can confidently invest in long term relationships with our clients and remain entirely focused on adding value to your business today and in the future.



## Practical support

As well as approaching us to carry out complex longer term projects, many of our clients also call on us for very specific, practical support to enhance their planning and decision-making. The following examples are a selection of the type of support we can deliver.

- Market entry studies and feasibility analysis
- Short and long term outlooks for your specific products and markets
- Customised competitive analysis and benchmarking
- Technology assessments to identify the best solution to support your business strategy
- Independent experts for arbitration and dispute resolution

## Answer the key questions facing your organization

**Q: How can we maximise global market opportunities?**

**A:** By combining our global market and industry information with your business knowledge and capabilities, we can identify attractive opportunities and outline possible scenarios.

**Q: Should we grow our business organically or via acquisitions?**

**A:** From research to initial screening to due diligence, we can identify which path will deliver the greatest opportunities and meet your growth objectives – including merger, acquisition, diversification, restructuring and organic development.

**Q: Are we maximising profitability?**

**A:** Using our price and margin models as well as our detailed supply and demand data, we can provide in depth price and profitability forecasting, and reasoned analysis to support future business and environment scenarios.

**Q: How is our market likely to develop?**

**A:** With access to over 35 years of historical data and trend analysis, combined with robust forecasts, we can create tailored price and supply and demand scenarios to compare against your market and product development plans.



## Working with ICIS Consulting

We make it easy for you. First we take time to understand your needs and challenges, and establish how you want to work with us. It is important that our people and approach fit seamlessly with your organization, in order to make best use of our combined skills and experience.

Once we understand what you need from us, we assign a team to your project. Depending on your requirements, you may deal with one or a number of consultants. Our approach is open, inclusive and flexible. You'll have direct access to experts with a deep understanding of your markets and backed up by a complete and continuously updated bank of data. We'll work with you to conduct your project with agreed reviews and timelines. On completion, we'll present our findings and recommendations in a format agreed with you. It's a comprehensive service with tangible and measurable outputs confirmed with you from the outset.

By choosing to conduct your project with ICIS Consulting, you'll engage an entirely independent team of specialist consultants – with only the interests of your organization to consider.

## About ICIS

Part of Reed Business Information, ICIS is the world's largest petrochemical market information provider, and has fast-growing energy and fertilizer divisions. We have more than 30 years' experience of providing pricing information, news, analysis, and specialist consultancy to buyers, sellers and analysts.

Our global team covers over 180 commodity markets and has in-depth knowledge across markets in upstream and downstream sectors in Europe, Africa, the Middle East, Asia-Pacific and the Americas.

### ICIS in action

*“ An Indian petrochemical producer was keen to understand the opportunities and plan ahead for a new plant so we did a comprehensive review of the Asian propylene, PX and benzene markets.”*

## Let's talk

Contact ICIS Consulting today for a confidential discussion about how we can help to address your business challenges and support your decision-making.

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