

# POLYOLEFINS COMPETITIVE ASSESSMENT

## Global Status of Olefins & Polyolefins An In-Depth Analysis of the Leading Polyolefins Suppliers

### Prospectus For An In-Depth Market Study To Be Completed by April 2005

What is the current status of Olefins & Polyolefins?  
Which are the global supply and demand centers?  
How is globalization shaping the industry?  
Global Position for Olefins & Polyolefins  
Where should you look for feedstock, polymers, and finished goods?  
Who has the comparative advantage at different stage of value chain?  
How can companies compete effectively in these dynamic conditions?



Who are the top global leading Polyolefins producers?  
How do these suppliers compete in this changing marketplace?  
What does it take to be a top 10 producer?  
How do the top producers stack up against each other?  
How are the producers hedged against feedstock?  
Financial Ratio Analysis and R&D Spending of Companies



What are the current critical success factors in the polyolefins industry?  
Who has sustainable competitive advantage?  
What will the future top 10 producer list look like?



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#### **INTRODUCTION**

The polyolefin industry is undergoing significant changes and these changes will impact each and every polyolefins producer across the globe. The producers of polyolefins will be forced to compete in global markets and factors in one region will impact the other regions. In order to compete effectively producers will be forced to monitor trade flows at different levels of value chain. Cost economics in different regions will play a very important role for the next few and it will reshape the polyolefins industry. Feedstock is cheaper in the Middle East so resin production will also be cheaper in the Middle East while producing finished goods will be cheaper in China and other Asia countries. The value chain will have to be evaluated across regions. Just as supply dynamics will have to be evaluated globally, demand will also have to be evaluated on a global basis. The world can be divided into regions that are supply centers and demand centers. Such a division implies that careful planning related to logistics and shipping costs is critical. Ideally supply centers should be closer to demand centers. While producers are building capacity in the Middle East to take advantage of cheaper feedstock they should also consider the advantages of building capacities near demand centers in the future.

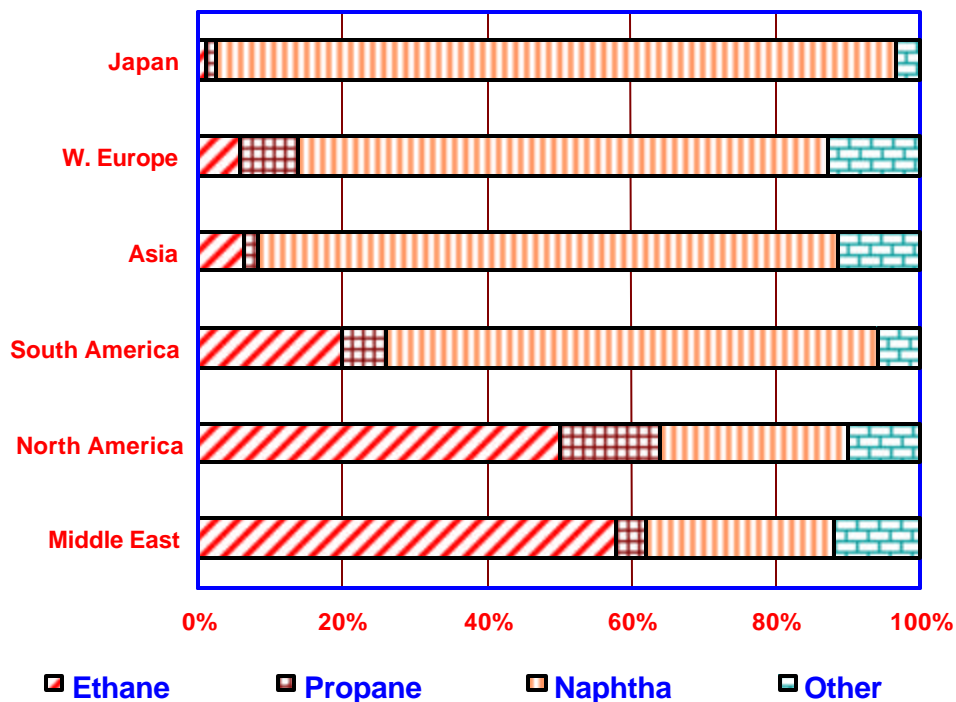
The polyolefins industry is undergoing evolution and in evolution it is the survival of the fittest. The players in the industry who cannot adapt to these changing conditions will not be able to survive. Understanding and acknowledging the need to change is the first step towards evolution and this study will provide you with a rationale for change. For companies that are unsure of how to compete in current conditions, Chemical Market Resources, Inc.'s analysis can help in both surviving and gaining a competitive advantage.

#### **A NEW MULTICLIENT STUDY**

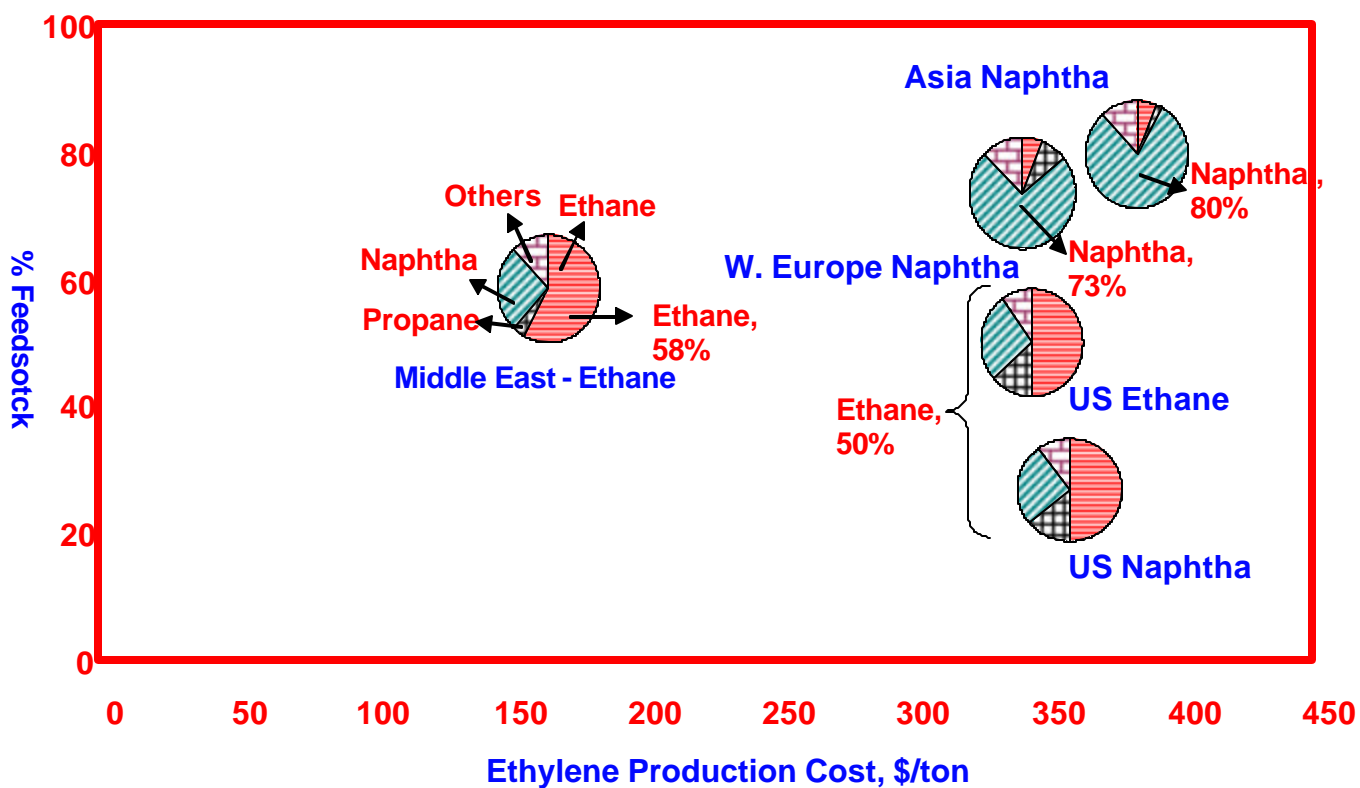
Chemical Market Resources, Inc., with our extensive experience in (1) Worldwide olefin and polyolefin markets, technologies and intermaterial competition issues, (2) olefin & polyolefin suppliers, and (3) global value chain analysis, is undertaking a comprehensive global strategic business/technical analysis that reports on this fast-changing arena. Our in-depth examination and methodology are designed to assist companies in monitoring the rapid developments, analyzing the trends and capitalizing on the many opportunities in these changing markets and technologies.

The report will benefit: (1) present and future olefin & polyolefin market participants, (2) investment banks & equity research analysts, (3) other polyolefin industry participants, and (4) top 10 polyolefins supplies as well as suppliers striving to be among the top 10 by understanding these complex issues. Market managers and strategy planning managers attempting to form a market participation strategy in these global evolving markets will immensely benefit from this study.

## Regions Exposed to Natural Gas



## Cost of Producing Ethylene by Region



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