

Customer focus

Our customers face the challenge of building sustainable, profitable chemical businesses as a vital and ongoing process.

Prochemics assists in mastering the challenge by focusing on:

- Providing an unbiased view of markets, competition and business environment
- Offering access to strategy building processes and methodologies to assess and select strategic options
- Accompanying its clients throughout the process of
 - Developing/finding the optimal products /activities/ processes/partners
 - Building and setting up strong and effective marketing concepts
 - Envisioning strategies to secure long-term business success

Who we are

Prochemics is a consulting company founded by former consultants of a major chemical consulting organization. It specializes in market and business analyses, in providing recommendations on specific business issues and in developing product strategies in the chemical industry.

The global network of consultants working with Prochemics includes experienced chemical industry consultants and former senior chemical industry managers. All have an extensive and wide experience working in the chemical industry and consulting to this industry.

The value provided by our consulting services is best exemplified by the continuing consulting relationships that Prochemics has maintained with several important chemical companies and financial institutions over the last years.

Competitive strengths

Industry know-how - our network combines direct chemical industry working background with experience in consulting to this industry. We are your partners for commercial and technical consulting issues.

Internationality - we have presence in Europe, Japan and the United States as well as in the emerging growth markets of China, India and South America.

Operating Principles - our network is used to working as a team on projects as required. This brings together the best expertise on projects, yet allows for a flexible and cost-efficient organization.

Representative projects

- For an investment bank interested in a leading equipment supplier for chemical surface treatment, Prochemics performed the commercial due diligence. The results presented by Prochemics helped the bank decide to pursue the transaction. Prochemics has since assisted with recommendations to improve the economic results of the company operations.
- For a major global chemical corporation, Prochemics assisted in elaborating a business unit strategy for an emerging performance chemicals business. The conclusions elaborated in teamwork with the business unit helped to concentrate the business on the most profitable segments, the strategy is currently being implemented.

- For a medium-sized chemical company, European number two in its core business, Prochemics assessed the long-term attractiveness of the main downstream businesses and recommended options to strengthen their position. The results served as basis for a diversification concept and an investment plan.
- For a major chemical company, leading in specialty organic chemicals and seeking to expand the business, Prochemics assisted in confirming the attractiveness of a specific diversification. Prochemics also provided the necessary detail information on market segmentation, product portfolio, customer structure and competition characteristics required to efficiently continue growing the business. Currently the business is developing successfully. The benefits for our customer was a significant reduction of time and costs during the market preparation phase and a faster generation of returns made possible by addressing large customers with the optimal product-service portfolio.

Activities

Project types

- Market Analysis
- Growth Opportunity Search
- Business and Industry Analysis
- Strategy Evaluation and Formulation
- Technology and Commercial Evaluation
- Due Diligence (Business & Technology)

Industry Expertise

- Commodity organic & inorganic chemicals
- Petrochemicals
- Elastomers and Plastics
- Functional and Performance Chemicals
- Fine Chemicals
- Custom Synthesis

Typical client organizations

- Chemicals industry
- Chemicals/refining interface
- Chemicals/pharmaceuticals interface
- Financial Institutions
- Process engineering & contracting industry
- Process equipment manufacturers
- Regulatory agencies and Industry associations

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