

Industry training

Petrochemicals

Provides a broad and detailed review of the petrochemical business

Courses

- **The Global Petrochemical Industry course** (3 days)
- **Petrochemical Industry course (Online)**
- **Petrochemical Industry Overview** (1 day)

Topics covered

- From oil and gas to petrochemicals
- The main Petrochemical building blocks
- Review most important Petrochemical value chains
- Technology and costs
- Bulk liquids, polymers, fibers and rubbers
- Producers, applications and markets

Who can benefit

- All employees who need a broad view of the Petrochemical business
- Experienced personnel who are seconded or transferring between areas
- Excellent induction for new employees

Polymers and Plastics

An in-depth review of the polymer and plastics business

Courses

- **The Polymer and Plastics Industry** (1-2 days)
- **Polymer processing and application** (1-day)

Topics covered

- Where Polymers come from
- Polymer processing techniques
- Main commodity polymers, producers, applications, trade
- Specialty Polymers
- Interpolymer competition

Who can benefit

- All employees in the polymer business who need more detail
- Staff familiar with Petrochemicals who require more depth into the polymer business

Special Modules

Various modules to complement, specialise and deepen the learning experience. They can be tailored and delivered on request.

Modules

- **Sustainability training**
 - Green house gas emissions
 - Plastic waste
 - Review options at the end of life
 - Circular Economy
 - Political and cultural applications
- **Supply Chain**
 - Principles of supply chain management
 - Efficiency practices
- **Fertilizer business fundamentals**
- **Liquefied Natural Gas (LNG) Dynamics**
- **Refining Operations and integration**
- **Alternative Petrochemical Feedstocks**
 - Coal to chemicals
 - Gas to Chemicals
 - Chemicals from Bio Feedstocks

Business and Finance

Business, Management & Economics

Understand the management of the chemical business beyond the technical aspects of the industry

Courses

- **Business, Management & Economics** (2-3 days)
- **Chemical Training for Financial Services** (2-3 days)

Topics covered

- Macroeconomic environment
- Project economics
- Cost of products
- Competitiveness
- Feedstock costs
- Background finance aspects
- Evaluating projects

Who can benefit

- Managers who lead businesses or functions
- Employees from functional areas, such as strategic planning, project evaluation, market intelligence, sales and marketing

Market Intelligence

Develop a world class market intelligence capability to support the chemical business

Courses

- **Market intelligence for business support** (1-2 days)

Topics covered

- How to gather, analyse and report information
- Developing a market intelligence plan
- Apply market intelligence tools and techniques
- Learn the skills to report market intelligence
- How to create effective market intelligence

Who can benefit

- For employees working directly or indirectly with market intelligence or strategic planning
- For staff who support the business, sales and marketing functions

Strategy

Building a strategy

Learn how to develop and implement a robust strategy

Courses

- **Building a strategy process for the chemical business training** (1-2 days)

Topics Covered

- Building relevant KPI's
- Strategy fundamentals
- Budgeting
- Megatrends affecting the industry
- Process for strategy, fomentation and implementation
- Implementing a strategy process
- Review of the competition

Who can benefit

- For employees working directly or indirectly strategic planning