



## PX COMPETITIVENESS IN THE 2010-2015 TIMEFRAME

High energy prices, environmental regulations and reduced demand due to the recession have combined in the last year or so to create unfriendly conditions to existing PX producers, particularly in the west. In addition, a new wave of capacity in the next 5 years in feedstock-rich regions and downstream high consumption areas threaten to prolong the difficulties to PX producers.

DeWitt & Company has undertaken a detailed study of the main new PX players to develop competitive criteria vis a vis the major existing producers. The objective of the Study is to determine the most probable effect the new production will have on established PX operations.

Careful consideration of PX raw material positions, integration, logistics and other market features will result in producer profiles that will subsequently be similarly contrasted with those of existing producers to arrive at probable scenarios that may reveal vulnerabilities in the latter. Those can be a reduction in operating rates or a need to idle a plant.

### Developed criteria such as:

- ◆ New Producers' Competitiveness
  - Middle East – Asia – North/South America
- ◆ Established Producers' Competitiveness
  - Production Economics, ExPlant, Integrated vs. Nonintegrated Producers, and Merchant vs. Captive Producers
- ◆ Competitive Criteria
  - Raw Materials, Back & Forward Integration, Plant Scale, Technology, Distance to Market & Spot Exposure, and Logistics
- ◆ Assessment of Vulnerabilities of Existing Producers to New PX Producers
  - Ranking of Producers, Description of Vulnerabilities Basis and Projections of Regional PX Export Flows

**Schedule and Fees** – The Study will be completed by September 15, 2009 and will be offered exclusively to clients at \$17,000 for 2 printed copies. Additional copies can be purchased at \$750 each. As an incentive, if a purchase order is received by August 30, a reduced fee of \$16,000 will be extended.

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