

## Press release

### Major new survey launched on outsourcing in the chemical industry

*Amsterdam*, 12 December 2007 – Celerant Consulting (Celerant), the leading global management consultancy specialising in delivering operational transformation across a broad range of industry sectors, has launched a major online survey in cooperation with ICIS Chemical Business.

Amongst the key questions that the survey asks senior executives in the international chemicals industry are:

- What is the main emphasis in the sector today?
- How successful are chemical producers in their outsourcing activities?
- How effective are companies in finding the right outsourcing partner and in identifying what and when to outsource?
- What are the major hurdles to running successful outsourcing projects?

Decisions on outsourcing are mostly based on a substantial rationale and have met desired criteria, but in many instances results have been poor or at best left unquantified.

“Outsourcing is already well established for several non-core activities in certain sectors of the chemical industry”, said Roger van den Heuvel, Head of Process Sector at Celerant. “For instance Pharmaceutical majors have increasingly outsourced manufacturing to fine chemical companies and contract manufacturers.”

“The outsourcing of IT and logistics are well established trends, with energy management and water treatment also featuring at a growing rate”, continues Van den Heuvel. “We are interested to know how many companies are involved in outsourcing, whether or not they have been successful, or indeed are only just beginning to consider outsourcing.”

The outcome of the survey will be published in ICIS Chemical Business in the first quarter of 2008. All participants will receive the full findings of the survey.

To participate in the survey follow this link:

<http://b2bresearchonline.com/outsourcing07>

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### **About Celerant**

Celerant helps leading companies worldwide achieve and sustain world class performance from their operations. The essence of its approach is Closework® where consultants work side-by-side with people in the front lines of the business to ensure sustainable and measurable gains. Celerant embeds long-term behavioural change into the culture of the client organisation – the key to sustainable change.

In 2006, Celerant delivered over \$1 billion in annualised sustainable savings to its clients. Over the last 20 years, Celerant has become the largest independent firm of business operations consultants with revenues of \$145 million in 2006.

### **About ICIS**

This reader survey and roundtable are part of the service offered by ICIS Custom Publishing, headed up by John Baker, formerly editor of ICIS Chemical Business and now global editor, custom publishing. For details of what ICIS offers in its custom publishing unit, email [john.baker@icis.com](mailto:john.baker@icis.com)