

TCGR's In-House Training Courses: Focus on "The Catalyst Industry"

***Taking Your Team "Beyond the Basics" with Practical,
Real World Expertise and Knowledge...***

The Catalyst Group Resources (TCGR), a leader in information on catalytic processes and the products which result from them, is pleased to offer its considerable global expertise in customized in-house corporate training courses. The detailed instruction and world renowned presenters are available for hands-on training in addressing real world issues. Course content is entirely customizable based on client's needs and can be tailored for one-day or multi-day training with workbooks (and videos) which can be used as reference materials.

Our **In-House Training Courses** transfer knowledge, skills and behaviors directly from our consulting experts to your staff to help ensure the long-standing reliability and profitability of your corporation. These in-depth courses deliver real world, in-depth educational training programs in their area of focus.



***TCGR Has More Than 30 Years of Experience
Developing and Transferring Knowledge...***

As a company, TCGR is dedicated to monitoring and analyzing technical and commercial developments in the applied catalysis and materials industries. Through multi-subscriber studies, annual subscription services, confidential membership programs, and technical/commercial conferences and in-house training, TCGR delivers timely, insightful, value added services that can be used to achieve competitive advantage. TCGR's unique competency of aligning technical understanding with market and commercial implications makes it a valuable resource to a diverse spectrum of process-industry segments. Our industry experience is unparalleled.

TCGR's World-Class Team

A founding principal of The Catalyst Group's inception in 1982 was the development of a virtual, subcontracted organization that would provide specialty, high level consulting services to clients. This design (novel at its inception) was implemented to provide our clients with the best available global talent, heightened flexibility and lower fee structures when compared to the competing business models which, to this day, remain mostly monolithic.

TCGR's highly specialized global network is called the DIALOG GROUP®. We maintain an exclusive retainer over 100 renowned experts in both business and technology. Our DIALOG GROUP® members are handpicked based on their respective industry and commercial knowledge. These unparalleled experts include Nobel Prize winners and those with executive experience with Fortune 500 organizations.



TCGR's Proven Methodology

TCGR's **In-House Training Courses** are different than other educational programs. They are a unique competitive asset and tool, not available elsewhere, that focuses on a methodology grounded in cognitive learning and strategies. They successfully integrate the real world knowledge and experience of TCGR DIALOG GROUP® consultants with interactive learning methods that engage your personnel with direct relevance to their jobs and needed skillsets.

What's more, the curriculum is customizable to your immediate and specific needs. And the course instructors will be hand-picked as those with the most career experience and educational knowledge in your area of interest. The follow-up materials, such as workbooks and videos, can be used as refreshers following the training.

Improve your team's knowledge and skillset to diminish the experience-gap with TCGR's extensive training programs. Let our In-House Training Courses take your team "beyond the basics" with practical, real world knowledge and expertise.



As a demonstration of the breadth and depth available, I attach a proposed outline for a training course on "The Catalyst Industry." It leverages TCGR's bi-annual catalyst industry report entitled, "***The Intelligence Report: Business Shifts in the Global Catalytic Process Industries 2015-2021***" (<http://www.catalystgrp.com/php/articledetail.php?Intel-Report-2016-90>) and captures the following major topics:

- General Introduction
- Brief History of Catalysis
- The Logistics and Business of Catalysis
- The Catalyst Business – Market Applications and Suppliers
- Catalyst Company and Industry Participant Profiles, SWOTs
- R&D/Scientific Advances, by Market Application
- Factors Influencing Catalysts/Catalysis
- Market Research and Sources of Information
- Beyond the Basics: Advanced Issues and Challenges (including Catalyst Plant Operations and Trouble-Shooting)

TCGR's approach also depicts the granularity of coverage required in order to provide an understanding of, and appreciation for, the industry's nuances, such as:

- Which catalyst suppliers are linked to/aligned with which technology licensors and/or EPCs?
- Which parts of the catalyst value chain (raw materials, supports, metals, ligands, etc.) are most profitable and why? To what degree is integration important?
- What are the barriers to entry for new catalyst suppliers and how have they been overcome in the past?
- How do I operate the catalyst plant for maximum efficiency and/or trouble-shoot problems?

I trust this piques your interest and look forward to hearing from you and tailoring an **In-House Training Course** that can maximize and leverage your team and product/service.

Best regards,
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TCGR's In-House Training Courses



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