THE CATALYST GROUP RESOURCESTM CHINA NATIONAL CHEMICAL INFORMATION CENTER

THE CATALYTIC PROCESS INDUSTRIES IN CHINA: MARKETS, TECHNOLOGIES & STRATEGIC IMPLICATIONS - UPDATE 2013

- PRESENTATION -

A Multi-Client Study Series

(completed April-June 2013)





"The Catalytic Process Industries in China: Markets, Technologies & Strategic Implications - Update 2013"

I. BACKGROUND

Launched as a study proposal in 2004, and then produced as four industry segment reports by The Catalyst Group Resources (TCGR) in April/May/June /July 2005, "The Catalytic Process Industries in China: Markets, Technologies & Strategic Implications" was historic, insightful, and useful. The multi-client study was comprised of four (4) "stand alone," but integrated reports on the Chinese market, each dedicated to a major catalytic process area: refining, petrochemical/chemical, polymerization and environmental (mobile and stationary) and provided analysis of the market size, growth factors, trade issues, pricing factors and R&D efforts of an increasingly important industry. Strategies and recommendations were provided in order for Western and other Asian companies to evaluate opportunities and begin participation.

Based on the 7-8 years that have passed, the catalytic process industries in China needed to be re-analyzed and segment reports updated in light of sector changes in technology, supply, security and political/regional influences. Due to the important changes which have occurred, TCGR, along with the China National Chemical Information Center (CNCIC), completed a four volume update, entitled "The Catalytic Process Industries in China: Markets, Technologies & Strategic Implications - Update 2013." This "Update 2013" delineates important changes to the landscape, the economics and the industry implications based on societal change and technology advances that have taken place over the past 7-8 years. This study has global strategic, commercial and technological uses and provides a serious guide for industry executives in business decision-making.

II. EXCERPTS FROM THE 2013 STUDY SERIES

Examples of findings in each of the four (4) segments of the 2013 report series include:

In refining catalysts:

- China's refining industry is maturing and becoming more sophisticated from within and internationally. Key examples are highlighted – increased IOC domestic investment - the formation of the SINOPEC Catalyst Company now selling internationally - increasing numbers of international catalyst companies investing in China, e.g., Sud-Chemie/Clariant, Grace, BASF, Johnson Matthey, Umicore and others.
- The blazing increase in China's thirst for energy to maintain its domestic growth has led to ever increasing international crude oil consumption and along with it the need to increase the complexity of its refining operations. This has resulted in increased hydrotreating, hydrocracking and octane processes as its international fuel standards propel higher to meet transport emission standards.



 The increasing deployment of R&D, at levels higher than in the OECD, with more numerous domestic and international patent awards.

More specifically, China has the ability to conduct independent research, development and production of refining catalysts according to the needs of the global refining industry. Properties of these catalysts have reached the world advanced level and some of them have been sold in overseas markets. In 2011 the capacity of oil refining catalysts in China reached 207.2 kt/a. Major oil refining catalyst varieties in China are catalytic cracking (FCC) catalysts and they account for 79% of the total capacity of oil refining catalysts. Hydrocracking, hydrotreating and catalytic reforming catalysts are also produced, per the Table below.

In 2011, the total output of oil refining catalysts in China was around 204.4 kt, imports were 8.9 kt, exports were around 25.0 kt, and apparent consumption was around 188.3 kt.

Capacity of the Oil Refining Catalyst Sector in China

Kt/a, kt

Туре	Capacity	% of Total	Ouput
FCC	193.0	93.15%	196.3
Reforming	1.3	0.63%	0.48
Hydrocracking & Hydrotreating	10.9	5.26%	6.05
Others	2.0	0.97%	1.6
Total	207.2	100.00%	204.4

In petrochemical/chemical catalysts:

- In 2011, China had over 170 specialized petrochemical catalyst manufacturers, 80 of which were manufacturers of syngas and its derivative catalysts, accounting for over 35% of petrochemical catalyst manufacturers; about 30 of which were oxidation catalyst manufacturers. Driven by the development of the Chinese chemical industry, China's catalyst industry will further develop. According to forecasts, China will consume 212.83 kt petrochemical catalysts in 2016, and will report 11.5% annual growth during 2011-2016. 2016 will not witness too many changes in consumption structure and will report higher percentage of consumption of catalysts for organic synthesis.
- Unlike the refining industry, which has been internationalizing driven by domestic
 energy demand and feedstock security impetus, China's petrochemical industry
 supply/demand is still largely domestically focused, albeit international chemical
 companies have invested in domestic production. It is more fragmented and less
 State run, bearing in mind the largest petrochemical producers SINOPEC,
 PetroChina and CNOOC are still integrated government companies.



 Technology and chemical catalysts outside of large commodity applications are still underdeveloped—based on scale, as well as lack of consolidation due to industry maturity—and are generally behind OECD standards in terms of cost/performance.

Key trends are shaping the next five years, with the stated petrochemical/chemical theme in China as "innovation and transformation, better industry layout, elimination of obsolete capacity and resource utilization."

The study analyzes how the low percentage of China aromatics catalysts compared to the global consumption can be explained by the fact that most BTX catalysts and production processes use imported Western licensed technology, particularly for reforming and p-xylene production. Additionally, the doubling of catalyst consumption forecasted in this report between 2011 and 2016, attests to the opportunities contained within the Chinese petrochemical/chemical industry and the catalysts required to supply it.

The idea of transformation, along with innovation, in the petrochemical/chemical industry still has a long road ahead. The large number of Chinese catalyst manufacturers identified in this report will also need to consolidate, along with industry plans to do so within the chemical industry. These trends spell opportunity in growth for Western catalyst suppliers who produce domestically. For those seeking catalyst industry opportunities, this report shows that there are areas of more sophistication and areas where it is less so.

In polymerization catalysts:

Overall highlights:

- China is at an interesting junction in terms of its synthetic resins industry development cycle. In the last decade, it has focused on domestic self-sufficiency in resin production as well as in process technology and catalyst supply for commodity grades. Now it finds, not surprisingly, that during this same time, Western and other foreign product technology and more advanced value added catalyst technologies have not stood still. As a result, there is still a growing product need, particularly in more sophisticated segments like PE, where metallocene grades have expanded rapidly in the international market, spawning plastomers and other variants.
- The development trends in various polymerization catalyst products are critical to success. Traditional Z-N catalysts are now, and will remain, the main type of polymerization catalysts to be developed and produced, as they have a technical space for development. Metallocene catalysts are now being developed and will eventually be industrialized, as will late transition metal catalysts currently being investigated at the R&D level.



Polymer-specific highlights:

- There are currently seven polyolefin (PE and PP) catalyst producers in China. In 2011, China had a total polyolefin catalyst production capacity of 1940 t/a and a total output of 1189 tons, including a total PP catalyst capacity of 800 t/a and a total PP catalyst output of 553 tons. Capacity for PE catalysts reached 1140 t/a and output reached 636 tons. In 2011, China was able to supply more than 90% of its total polyolefin catalyst consumption
- Among elastomer catalysts in China, the relatively technically mature and industrially produced ones mainly include nickel-based catalysts for butadiene rubber, vanadium-based catalysts for EPR and neodymium-based catalysts for isoprene rubber. The two latter types of catalysts are being produced in China.
- China's PVC, PS and ABS polymerization initiators are relatively technically mature.
 Domestic initiator manufacturers' products can meet the needs of most resin
 manufacturers, but because the quality and stability of their initiator products are
 more secure, two major Western producers occupy a large share of China's initiator
 market.
- Most PET produced in China is PET chips. The catalysts used for the polymerization of PET chips are basically Sb (antimony)-based catalysts. Sb₂(OCH₂CH₂O)₃ has better performance than Sb₂O₃ and Sb(Ac)₃, and is considered to be the ultimate product of the antimony-based catalysts and will eventually replace Sb₂O₃ and Sb(Ac)₃. In 2011, China's PET production was 27,100kt, which is calculated to consume about 8130t of antimony-based catalysts.

In environmental (mobile/stationary) catalysts:

Overall:

- In the face of increasing constraints from resources and the environment, China is being required to accelerate the upgrading of its technology, equipment and service level in energy conservation and environmental protection as defined in the Outline of the 12th Five-year Plan. It is estimated that the potential energy conservation via technological and economic changes will be more than 400 million tons of standard coal in 2015 and can bring about an investment of nearly RMB1000 billion. The total output value of energy conservation services may reach more than RMB300 and those for environmental services may reach RMB500 billion.
- Despite the rapid development in China's energy conservation and environmental protection sectors, their overall development level is still quite low. The major problems that participants in the emissions catalysts industries face are as follows:

 (1) the innovation ability is not strong;
 (2) the structure is not rational;
 (3) the market is not standardized;
 (4) the policy mechanism is not optimized; and
 (5) the service/support system is not complete.



Mobile Emission Catalysts:

• By the end of 2011, there were 27 enterprises in China producing ceramic-support tail gas catalysts for motor vehicles (automobiles and motorcycles), including 17 enterprises producing catalysts for motorcycles. In addition, there were four (4) enterprises specialized in the production of metal-support catalysts for motorcycles. It is expected that the output of motor vehicle three-way catalysts will reach 74.0ML in 2016 and the average annual growth will be 10.4% during 2011-2016. The demand for motor vehicle three-way catalysts will reach 78.0ML in 2016 and the average annual growth will be 11.6% during 2011-2016.

Stationary Catalysts:

- The total demand of SCR catalysts in thermal power plants of China will reach 83.2km³ in 2016. Of the total, the first-charge amount of catalysts in new generating units will be 42km³ (based on 50×106W new thermal power generating units), the additional amount of catalysts will be 31.3km³ and the renewal amount of catalysts will be 9.9km³.
- It is expected that with the constant increase of the sulfur capacity the output of Claus catalysts in China will reach 14.0kt in 2016 and the average annual growth will be 14.8% during 2011-2016. The demand of Claus catalysts in China will reach 10.0kt in 2016 (without considering the new sulfur capacity in 2016).

III. THE NEED FOR THIS STUDY "UPDATE"

Industrially, China continues its rapid transformation from a government regulated and managed system into a market-driven economy. These changes are occurring at the same time it is experiencing substantial fluctuation GDP growth! Such volatility adds enormous complexity into their indigenous catalytic process industries in refining, petrochemical/chemical, polymerization and environmental catalysis, all of which need to keep pace in technological evaluation and production capacity. Over the next decade, this spells "opportunity" for global as well as indigenous suppliers if they can understand and take advantage of the industrial dynamics in their respective industries.

Already, foreign investment capital in the range of \$100 billion is being deployed by the majors, including Shell, ExxonMobil, BP, BASF, Clariant/Süd-Chemie, Albemarle, W.R. Grace, etc. Concurrently, the demand and sophistication levels of the Chinese majors are also rapidly growing the industrial consumption of catalysts. While initial demand for new supply has traditionally been served via Western catalyst imports, increasingly they are being replaced by domestically produced product.

In no area of the globe is there greater potential for growth and opportunity than China. The PRC represents an enormous marketplace, yet it is characterized by complex industry structures and influential governmental participation. Understanding how the markets, the players and the local and national government bodies interact is crucial for successful



involvement. In addition, knowing the specific market sizes, potential for growth and opportunities for participation will undoubtedly increase the likelihood of success. The catalytic process industries, and the markets for catalysts themselves, represent large potentials, but also significant uncertainties. As a result, it is clear that both global and indigenous industry participants could benefit from an updated understanding, and assessment, of this situation.

IV. SCOPE & METHODOLOGY

As in its original study in 2004-05, the "Update 2013" was produced by the combined efforts of two well-known and well-respected sources: The Catalyst Group Resources (TCGR) and the China National Chemical Information Center (CNCIC), a Chinese government affiliated statistical bureau. These two organizations formalized their relationship via a Memorandum of Understanding (MOU) in September 2011 and this study demonstrates the strength and value of their combined efforts.

The TCGR/CNCIC "team" worked inside China and gathered locally (on the ground) information on the supply/demand, producers, the structure and changes (trends) expected over the next 5-10 years. Secondly, TCGR/CNCIC documents the supply chain by process. In addition to the statistical information, TCGR/CNCIC provides local and outside interpretation of the business in catalysts (as an industry) and how the end-users are driving change.

In this series of four (4) catalyst industry reports, the Chinese catalyst and catalytic process industries are broken into four major "segments" and documented with regard to the following topics:

- **Refining**: Fluid Catalytic Cracking; Reforming; Hydrocracking; Hydroprocessing; Other (including Isomerization, Lubes, etc.)
- **Petrochemical/Chemical:** Aromatic; Organic Synthesis; Oxidation; Syngas & Derivatives; Hydrogenation & Dehydrogenation
- Polymerization: Polyethylene; Polypropylene; Elastomers; PVC; PS; ABS; PET
- Environmental: Mobile; Stationary

Each of the four segment reports is a "stand alone" but integrated strategic assessment of the current situation in China. It offers executive level guidance on opportunities and threats, with supporting data to enable further analyses in-house. Reports document markets sizes, suppliers and buyers, industry structure, price trends and trade flows as well as technological developments and the competitive landscape. Analyses are provided so that resultant opportunities are identified and characterized, including notable hurdles.



Conclusions and recommendations are made with specific action steps to be considered for short-term implementation.

In this approach, TCGR combines its understanding of the global catalyst industries, including the markets, technologies, participants and strategic issues, along with the detailed and local knowledge of the China National Chemical Information Center (CNCIC), in order to provide insightful analyses and assessments of the major segments. TCGR incorporates data assembled by CNCIC, collected via internal PRC sources as well as primary market research surveys, and assesses the findings as to their importance to, and impacts on, global companies seeking to participate in PRC's strong prospects for the future. The insights provide guidance and recommendations to help steer involvement and evaluate options.

The locally-collected market data by CNCIC, along with the technological assessments and competitive/strategic implications by TCGR, allows subscribers to derive strategies and begin or enhance their participation.

Included in the areas being assessed, by catalytic process, are:

- Industry Overview
- Current Status
- Segment Analysis (by Sub-segment)
 - Introduction
 - Manufacturers and Output
 - Consumers and Consumption
 - Trade (Imports and Exports)
 - Prices and Affecting Factors
 - Market Drivers
 - Technology Development
 - Forecast of Market Trends
- Issues/Concerns
- Opportunities/Challenges
- Conclusions

Particular attention is given to how the industry segment operates within China as well as how, and to what degree, it interacts with global companies (customers, suppliers, etc.). There are also highlighted differences between methods and operations of Chinese companies relative to Western and/or other Asian participants.

In developing its assessment, TCGR/CNCIC also notes indigenous R&D and process technology directions that differ from their Western counterparts. These analyses are insightful for those contemplating future investment in PRC.

The actual Table of Contents for each of the four (4) segment reports is presented at the end of this presentation (see pp. 11-34).



In order to heighten the value-added from study participation, TCGR/CNCIC worked with "charter" subscribers (i.e., those who signed up for the study by November 14th, 2012) to define the scope of the report by delineating areas of particular interest for inclusion in each assessment.

V. QUALIFICATIONS

The Catalyst Group Resources (TCGR) and the China National Chemical Information Center (CNCIC) are uniquely qualified to provide this catalyst industry report series. TCGR is the leading global catalyst industry consulting organization with nearly 30 years of experience serving a global client base. Among its most prominent reports, produced bi-annually since 1986, is *The Intelligence Report: Business Shifts in the Global Catalytic Process Industries*, which addresses the global catalyst and process technology industries. An "industry standard" for almost 30 years, each edition provides a comprehensive, global assessment of the refining, petrochemical, polymer, fine/pharma, and environmental catalyst industries.

The China National Chemical Information Center (CNCIC) is China's leading data and information provider, with proven capabilities in data gathering and industry evaluation. CNCIC is conducting the local data collection in China, through sources in the PRC as well as through primary market research interviews. It is also providing insightful analyses and commentary on issues and opportunities affecting market participation, from both indigenous Chinese and external (Western, other Asian) perspectives. CNCIC has unique capabilities and contacts within the local market to permit detailed data collection as well as to provide industry insights.

Together, the "team" of these two organizations provides complimentary capabilities in a unique industry service available through this multi-subscriber report series from TCGR/CNIC.

VI. DELIVERABLES & PRICING

This report series is timely and strategically important to catalyst producers and others involved in the global catalytic process industries. Based on CNCIC's locally-conducted (in PRC) interviews and data sources, as well as TCGR's proven industry experience and perspective, each segment report in the series provides subscribers unparalleled insights into an increasingly important area.

Each segment report is a "stand alone" document of 75-100 pages with all pertinent insights into the industry, the opportunities and the risks, including segment-specific recommendations. Reports follow a prototypical outline and can be purchased individually or as a group (of 2, 3 or all 4 reports).



Report Segment	<u>Availability</u>
I. Refining Catalysts in PRC – Update 2013 II. Petrochemical/Chemical Catalysts in PRC – Update 2013 III. Polymerization Catalysts in PRC – Update 2013 IV. Environmental Catalysts in PRC – Update 2013	April 2013 May 2013 May 2013 June 2013
<u>Participation</u>	<u>Price</u>
Each (1) Catalyst Segment in PRC Report Any two (2) Catalyst Segment Reports Any three (3) Catalyst Segment Reports All four (4) Catalyst Segment Reports	US\$11,500 US\$18,500 US\$24,500 US\$29,500
Each report segment in PDF format (in addition to subscription price)	US\$1,000

The segment reports became available on a rolling basis in the second quarter of 2013. The Refining Catalysts report was ready in April 2013, the Petrochemicals/Chemicals report in May 2013, the Polymerization report in May 2013, and the Environmental report in June 2013.

- Notice to Subscribers of the 2005 Multi-Client Study Series -

Due to the complementary nature of this study series to the one completed back in 2005, we are offering a discounted price to subscribers of that series. Subscribers are requested to contact TCGR's John J. Murphy at +1.215.628.4447, or John.J.Murphy@catalystgrp.com for further details. When completing the order form, please make sure to indicate your company's subscription to the 2005 multi-client series.

The study series, "The Catalytic Process Industries in China: Markets,
Technologies & Strategic Implications – Update 2013," is available on a
subscription basis from The Catalyst Group Resources (TCGR) and
the China National Chemical Information Center (CNCIC).

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REFINING CATALYSTS TABLE OF CONTENTS

SECTION I. INTRODUCTION	1
SECTION II. EXECUTIVE SUMMARY	3
A. The Energy Environment in China	5
1. Primary Energy Resources	5
2. Oil Supply/Demand	6
B. Alternative Fuels and Routes to Chemicals	7
1. Coal-to-Dimethyl Ether (DME)	7
2. Coal-to-liquids (CTL)	8
C. The International Refining Catalyst Market and PRC's Role Within	It 10
D. Oil Refining Catalysts in China	13
SECTION III. THE OIL REFINING CATALYST INDUSTRY IN C	HINA 17
A. Summary	17
1. Introduction to the Oil Refining Industry in China	17
2. Brief Introduction of Oil Refining Catalysts in China	24
B. Industrial Structure	25
1. Producers	26
a. SINOPEC Corp. Changling Company	27
b. SINOPEC Corp. Qilu Company	28
c. SINOPEC Corp. Fushun Company	28
d. SINOPEC Catalyst Company Nanjing Division	28
e. Hunan Jianchang Petrochemical Co., Ltd	29
f. PetroChina Lanzhou Company - catalysts plant	29
g. PetroChina Fushun (North) Company - catalysts plant	29
h. XinNian Petrochemical Additives Company	30
i. Shenyang Sanju Kaite Catalyst Co., Ltd	30
j. Shanxi Tengmao Technology Co., Ltd	30
k. LeShan ReZel Catalysts Co., Ltd	31
1. Ingdao Huicheng Petroleum Chemical Technology Co., Ltd	31
m. Noblestar Catalysts Co., Ltd	31
2. Research Institutes	33

C. ANALYSIS OF THE MARKET SUPPLY/DEMAND BALANCE	34
Production of Oil Refining Catalysts in China	34
a. FCC	34
b. Catalytic reforming	34
c. Hydrocracking and hydrofining	34
d. Other catalysts	34
2. Consumption of Oil Refining Catalysts in China	37
a. Catalytic cracking catalysts	37
b. Reforming catalysts	37
c. Hydrogenation catalysts	38
3. Imports and Exports	39
a. The profile of import of petroleum refining catalysts	39
b. The profile of export of petroleum refining catalysts	40
4. Analysis of the Market Supply/Demand Balance of Oil Refining	
Catalysts	
D. PRICE CHANGES AND AFFECTING FACTORS	
1. Price Changes of Refining Catalysts	
2. Factors Affecting Price Changes	45
E. MARKET GROWTH AND AFFECTING FACTORS	46
1. Market Growth	46
2. Affecting Factors	47
a. Economic growth drives petroleum demand strongly	47
b. Clean fuel promotes the rising demand of catalyst	48
F. TECHNOLOGIES OF OIL REFINING CATALYSTS	50
1. Relatively Mature Technologies	50
a. Catalytic cracking (FCC) catalysts	50
b. Hydrogenation catalysts	51
i. RN series of hydrofining catalyst	51
ii. Hydrofining RS series of catalyst	51
iii. Medium-pressure hydro-modification catalyst RT-5	52
iv. 3974 catalyst	52
v. Catalysts of residual oil hydrogenation RHT	53

	vi.	Hydrocracking catalysts FC-14 which can produce a large amount of diesel	53
	vii.	Hydrocracking pretreatment catalyst	54
	viii.	Paraffins hydrofining catalysts	54
	ix.	RMC-II medium pressure hydrocracking catalysts	55
c.	Cata	llytic reforming catalysts	56
	i.	Pt - Re/Al ₂ O ₃ half regeneration reforming catalyst	56
	ii.	Pt-Sn/Al ₂ O ₃ continuous reforming catalyst	56
2.	Relativ	vely New Technologies	57
a.	Hear	vy oil catalytic cracking processes and catalysts	58
b.	FCC	gasoline, diesel hydrotreating	58
	i.	Petroleum selective hydrogenation	58
	ii.	Catalysts and additives for gasoline with reduced olefin content	59
	iii.	Gasoline hydrodesulfurization catalyst	59
	iv.	Gasoline binary hydrogenation catalyst LY-9802	59
c.	Hyd	rocracking PHC-03 catalyst	60
G. S ₁	pent Ca	atalyst Recycling	60
SECTIO	ON IV	. ISSUES AND CONCERNS IN THE CHINESE ENERGY	
		NG CATALYST INDUSTRY	
A. T	he Ene	rgy Industry	61
1.	Less P	etroleum Reserves, Higher Dependence on Imported Petroleum	61
	•	Consumption of Coal, Serious Environmental Pollution	
3.	New E	Energy Resources Abundant, but Underutilized	61
B. R	apidly	Evolving Laws and Regulations	63
1.		2 th of 5 Years Plan of Petrifaction Chemical Industry	
2.	The Po	olicy of Coal Chemicals	63
C. T	he Cata	alyst Industry	65
1.		Varieties but Less Serialization	
2.	Long l	Period from the Development to Industrialization of New Products.	67
3.		eakthrough for the New Generation of Molecular Sieve Cracking	47
4		Components	0/
4.		Competition Between the Catalysts Companies, and the ologies are Secret from Each Other	67

	. OPPORTUNITIES AND THREATS TO THE CURRENT IN THE CHINESE REFINING CATALYST INDUSTRY	69
A. Limited	l Restriction to Foreign Participation	69
B. Changi	ng Energy and Fuel Requirements	69
C. Future	R&D Needs	72
1. Heav	y Oil Cracking Catalyst	72
2. Gaso	line, Diesel Quality, Reduced Environmental Pollution Catalyst	72
a. FC	C gasoline with reduced olefin content	72
b. Eth	nerification technology of catalytic cracking light gasoline	72
c. FC	C gasoline desulfurization	72
3. Refor	rming Catalysts	73
D. Alterna	tive Fuels and Related Catalyst Needs	73
1. The (Catalysts of Coal Conversion Into Petroleum	73
a. Co	al direct liquefaction	73
b. Ind	irect coal liquefaction	73
2. The C	Catalyst of Methyl Alcohol Synthesized from Syngas	74
3. The (Catalyst of Methyl Alcohol Conversion to Dimethyl Ether (DME)	75
SECTION V	I. CONCLUSIONS AND RECOMMENDATIONS	77
A. Conclu	sions from an International Perspective	78
B. Recom	mendations from an International Perspective	79
	FIGURES	
Figure II-1	Composition of the Capacity of Oil Refining Catalysts in 2011	13
Figure II-2	Composition of the Output of Oil Refining Catalysts in 2011	14
Figure II-3	Market Shares Held by Major Oil Refining Catalyst Producers in China	15
Figure II-4	Consumption Composition of Oil Refining Catalysts in China in 2011	15
Figure III-1	Administrative Affiliation of Oil Refining Catalyst Producers and Research Institutes in China	
Figure III-2	Oil Refining Catalyst Capacity in 2011	35
Figure III-3	Oil Refining Catalyst Output in 2011	36

Figure III-4	Market Share of China's Major Oil Refining Catalyst Producers	37
Figure III-5	Oil Refining Catalysts Consumption, by Segment, in China in 2011	38
Figure III-6	Demand Changes for Crude Oil in China	
	TABLES	
Table II-1	China's Major Proven Reserves of Primary Energy	5
Table II-2	Oil Supply and Demand in China, 2006-2011	6
Table II-3	Production Situation of Dimethyl Ether (DME) in China in 2002-2011 and the Prediction in 2016	8
Table II-4	Main Production Enterprises of Coal to Liquid in China in 2011	9
Table II-5	Production Situation of Coal to Liquid in China in 2006-2011 and the Prediction in 2016	9
Table II-6	Changes in Worldwide Refining Capacity 2011 vs. 2010 (World)	10
Table II-7	Regional Look at Worldwide Refining Operations 2011	11
Table II-8	Global Refinery Catalyst Market: 2009-2017	12
Table II-9	Production of Oil Refining Catalysts in China	13
Table II-10	Production of Major Oil Refining Catalyst Producers in China	14
Table III-1	Number of Refineries in China and Their Capacity Distribution	18
Table III-2	Capacity of Major Crude Oil Processing Enterprises in China	18
Table III-3	Composition of The Major Process Units in Oil Refining Enterprises in China 2011	21
Table III-4	Capacity of the Oil Refining Catalyst Sector in China	24
Table III-5	Major Oil Refining Catalyst Varieties in China	24
Table III-6	Major Oil Refining Catalyst Producers in China	27
Table III-7	Major Oil Refining Catalyst Producers in China and their Contact Details	32
Table III-8	Research Institutes Engaged in Oil Refining Catalyst Research in China	33
Table III-9	Production of Oil Refining Catalysts in China	35
Table III-10	Production of Major Oil Refining Catalyst Producers in China	36
Table III-11	Consumption Composition of Oil Refining Catalysts in China in 2011	39
Table III-12	Imports and Exports of Oil Refining Catalysts in China in 2011	39

Table III-13	Analysis of the Market Supply/Demand Balance of Oil Refining	12
	Catalysts in China	43
Table III-14	Catalyst Efficiency in Refining Industry in China	44
Table III-15	Price Changes of Oil Refining Catalysts in China	44
Table III-16	Demand Projection for Oil Refining Catalysts in China	47
Table III-17	Comparison of Gasoline Specifications between China and Europe	48
Table III-18	Comparison of Diesel Specifications between China and Europe	48
Table III-19	Timetable for Diesel and Gasoline Quality Upgrading in China	49
Table III-20	Physical and Chemical Properties of RN-10 Catalyst	51
Table III-21	Physical and Chemical Properties of RS Pre-hydrogenation Catalyst	52
Table III-22	Composition of Semi-Regeneration Reforming Catalysts	56
Table III-23	Physical and Chemical Properties of Continuous Reforming Catalysts	57
Table V-1	Capacity Expansion of Oil Refining Catalysts in China	

PETROCHEMICAL/CHEMICAL CATALYSTS TABLE OF CONTENTS

SECTION I. INTRODUCTION	1
SECTION II. EXECUTIVE SUMMARY	3
SECTION III. THE PETROCHEMICAL/CHEMICAL CATALYST INDUSTRY IN CHINA	11
A. Petrochemical industry overview	11
B. Overview of petrochemical catalyst industry in China	12
1. Brief introduction to petrochemical catalyst industry in China	12
2. Petrochemical catalyst manufacturers in China	15
3. Petrochemical catalyst science and research organizations in China	18
C. Analysis of production and consumption balance of petrochemical catalyst China	
1. Overview	21
2. Analysis of petrochemical catalyst production in China	21
a. Petrochemical catalyst manufacturers in China	21
i. Aromatic compound catalyst	21
ii. Organic synthesis catalyst	22
iii. Oxidation catalyst	23
iv. Syngas and its derivative catalyst	24
v. Hydrogenation and dehydrogenation catalyst	27
vi. Others	30
b. Petrochemical catalyst output in China	31
3. Analysis and forecast of petrochemical catalyst consumption in China	33
a. Aromatic compound catalyst	33
i. BTX	33
ii. Alkylation of ethylene and benzene into ethylbenzene	33
iii. Alkylation of propylene and benzene into cumene	34
b. Organic synthesis catalyst	34
i. Catalysts for the oxo-synthesis of butanol and octanol	34
ii. Preparation of acetic acid by oxo synthesis	35
iii Synthesis of vinyl chloride from calcium carbide and acetylene	35

c	. О	xidation catalyst	. 36
	i.	Organic chemical	. 36
	ii.	Inorganic chemicals	. 42
d	. S	yngas and derivative catalyst	. 43
	i.	Syngas in synthetic ammonia production—CO+H ₂	. 43
	ii.	Carbon monoxide shift catalysts	. 43
	iii.	Methanation	. 44
	iv.	Ammonia synthesis	. 44
	v.	Hydrogen production	. 45
	vi.	Preparation of chemicals from syngas	. 45
	vii.	Methanol	. 46
	viii.	Methanol to olefin	. 46
	ix.	Coal to ethylene glycol	. 48
e	. Н	ydrogenation catalyst	. 48
	i.	Purification of feed gas for synthetic ammonia	. 48
	ii.	Olefin (ethylene, propylene) purification	. 49
	iii.	Refining terephthalic acid	. 49
	iv.	Butyraldehyde and octenal hydrogenation to 2-ethyl hexanol	. 50
	v.	Hydrogenation of benzene to cyclohexane and the hydrogenation of benzene to caprolactam	50
	vi.	Hydrogenation of nitrobenzene to aniline	. 51
	vii.	Grease hydrogenation	. 51
	viii.	Others	. 52
f	. D	ehydrogenation catalyst	. 52
	i.	Dehydrogenation of ethylbenzene to styrene	. 52
	ii.	The dehydrogenation of isopropanol to acetone	. 53
	iii.	Dehydrogenation of cyclohexanol to cyclohexanone (caprolactam)	. 53
	iv.	Preparation of butadiene from butene	. 53
	v.	Preparation of isobutene from isobutane	. 54
g	. О	thers	. 55
h	. S	ımmary	. 55
4.	Imp	ort and export	. 59
5.	Ana	lysis of supply and demand balance of petrochemical catalysts	. 59

6	5. P	Price movements and influencing factors	. 62
D.	Cu	rrent technologies and R&D progress of major petrochemical catalysts	. 62
1	. A	Aromatic compound catalyst	. 62
	a.	BTX isomerization catalyst	. 62
	b.	Toluene disproportionation and transalkylation catalyst	. 63
	c.	Synthesis of ethylene and benzene to ethylbenzene	. 65
	d.	Alkylation of propylene and benzene into cumene	. 67
2	2. (Organic synthesis catalyst	. 68
	a.	Oxo-synthesis of propylene to butanol and 2-ethyl hexanol	. 68
	b.	Oxo synthesis of methanol to acetic acid	. 69
3	B. C	Oxidation catalyst	. 69
	a.	Partial oxidation of ethylene to ethylene oxide	. 69
	b.	Epoxypropane (hydrogen peroxidation process)	. 70
	c.	Production of VAM through ethylene and acetylene	. 70
	d.	Oxidation of propylene to acrylate	.71
	e.	Ammoxidation of propylene to acrylonitrile	. 72
	f.	Oxidation of n-butane or benzene to maleic anhydride	. 73
	g.	Isobutene (tertiary butanol) oxidation to MMA	. 74
	h.	O-xylene oxidation to phthalic anhydride	. 75
	i.	PX oxidation to terephthalic acid	. 75
	j.	Methanol oxidation to formaldehyde	. 76
4	l. S	Syngas and derivative catalyst	. 76
	a.	Synthesis of methanol from carbon monoxide and hydrogen	. 76
	b.	Direct synthesis of syngas to dimethyl ether	. 77
	c.	Production of light olefins directly from synthesis gas (syngas-to-olefins)	78
	d.	Production of aromatics from syngas (syngas-to- aromatics)	. 78
	e.	Production of ethanol from syngas (syngas-to-ethanol)	. 78
	f.	Production of olefin from methanol	. 79
	g.	Conversion of methanol into aromatics (methanol-to-aromatics)	. 81
	h.	Alkylation of toluene and methanol into p-xylene	. 82
	i.	Coal to ethylene glycol	. 82

5. Hydrogenation catalyst	83
a. Olefin purification	83
i. C ₂ selective hydrogenation	83
ii. Purification in propylene hydrogenation	84
b. The hydrogenation of benzene to cyclohexane	84
c. PTA	85
6. Dehydrogenation catalyst	86
a. Dehydrogenation of ethylbenzene to styrene	86
b. Dehydrogenation of isopropanol to acetone	88
c. Isobutene	88
i. Dehydrogenation of iso-butane to isobutene	88
ii. MTBE cracking process	89
7. Others	89
SECTION IV. ISSUES AND CONCERNS IN THE CHINESE	
PETROCHEMICAL/CHEMICAL CATALYST INDUSTRY	
A. Issues	
Chinese catalytic process industries are comprehensive	
2. R&D remains insufficient, inefficient	92
3. Strength of leaders hindering progress	
B. Concerns	92
1. Catalyst processes which are "green" are needed	93
a. MMA production	93
b. Epoxypropane production	93
2. New raw material substitution routes should be pursued	94
a. Alkane conversion process	94
b. New coal-based chemicals production process	95
3. Development and applications of new catalytic materials are justified	96
a. Cellular compound material	97
b. Amorphous alloys	97
c. Nano materials	97
d. Ionic liquids	97

SITUATION	7. OPPORTUNITIES AND THREATS TO THE CURRENT N IN THE CHINESE PETROCHEMICAL/CHEMICAL T INDUSTRY	. 99
SECTION V	VI. CONCLUSIONS AND RECOMMENDATIONS	101
SECTION V	/II. APPENDIX	103
	FIGURES	
Figure II-1	Consumption of Petrochemical/Chemical Catalysts in China in 2011	7
Figure III-1	Consumption of Petrochemical/Chemical Catalysts in China in 2011 (% of total)	. 56
	TABLES	
Table II-1	Output of Petrochemical and Chemical Catalysts in China in 2011	5
Table II-2	Global Petrochemical/Catalyst Market by Application	8
Table III-1	Supply and Demand of Major Petrochemical Products in China in 2011	. 12
Table III-2	Global Petrochemical/Catalyst Market by Application	. 14
Table III-3	A Selection of the Major Petrochemical Catalyst Producers in China	. 15
Table III-4	Major Petrochemical and Chemical Catalyst Research Institutes in China	. 18
Table III-5	Contact Details for the Major Petrochemical and Chemical Catalyst Research Institutes in China	. 20
Table III-6	Production of Aromatic Compound Catalysts in China	. 21
Table III-7	Production of Major Organic Synthesis Catalysts in China	. 22
Table III-8	Production of Major Oxidation Catalysts in China	. 23
Table III-9	Production of Major Syngas and its Derivative Catalysts in China	. 25
Table III-10	Production of Major Hydrogenation and Dehydrogenation Catalysts in China	. 27
Table III-11	Output of Petrochemical and Chemical Catalysts in China in 2011	. 31
Table III-12	Consumption of Petrochemical and Chemical Catalysts in China in 2011 and Forecast	. 57
Table III-13	Import and Export of Petrochemical and Chemical Catalysts in China in 2011	. 59
Table III-14	Supply/Demand Balance of Petrochemical and Chemical Catalysts in China in 2011	. 60

Table III-15	Operating Results of SKI Series Catalysts of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-16	Operating Conditions and Technological Indicators of HAT Series Toluene Disproportionation Catalysts of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-17	Major Physical and Chemical Properties of AB Series Ethylbenzene Catalysts of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-18	Reaction Performance of AB Series Ethylbenzene Catalysts of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-19	Major Technology Indicators and Attributes of MEB-01 Catalyst of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-20	Major Technological Indicators and Attributes of MP-01 Catalyst of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-21	Comparison results of CTV-III, CTV-IV and CTV-V Catalysts of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-22	Operating Conditions Suitable for Acrylonitrile Catalyst of SINOPEC Shanghai Research Institute of Petrochemical Technology 72
Table III-23	Overview of Some Benzene to Maleic Anhydride Catalysts in China
Table III-24	Operating Conditions Suitable for C312 Series Catalysts of Southwest Research and Design Institute of Chemical Industry
Table III-25	Major Indicators of CTP-II and CTP-III Catalysts of SINOPEC Shanghai Research Institute of Petrochemical Technology85
Table III-26	Physical Property Indicators of GS Series Catalyst of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-27	Reaction Performance of GS Series Catalyst of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-28	Attributes of GS Series Catalyst of SINOPEC Shanghai Research Institute of Petrochemical Technology
Table III-29	Conditions for Hydration -Dehydrogenation of Propylene to Acetone Process
Table VII-1	Major Petrochemical Catalyst Producers in China
Table VII-2	Contact Details for the Major Petrochemical and Chemical Catalyst Producers in China

POLYMERIZATION CATALYSTS TABLE OF CONTENTS

SECTIO	ON I. INTRODUCTION	1
SECTIO	ON II. EXECUTIVE SUMMARY	3
A.	Polymer Market Overview and Polymerization Catalyst Market St	atus Quo 4
B. 1	Polymerization Catalyst Market Overview	6
C. 1	Polymerization Catalyst Technology	7
D.	Issues/Concerns, Opportunities/Threats and Recommendations	7
SECTIO	ON III. CHINA'S POLYMERIZATION CATALYST INDUST	'RY 11
A.	General	11
1.	General Status of Polyolefin Products in China	11
a.	Profile of China's polyolefin industry	11
j	i. PE industry	11
j	ii. PP industry	14
b.	Profile of polyolefin catalysts	18
j	i. PE catalysts	18
j	ii. PP catalysts	20
2.	Status of Elastomers in China	22
a.	Profile of China's elastomer industry	22
b.	Profile of elastomer catalysts	28
3.	Status of PVC in China	29
a.	Profile of China's PVC industry	29
b.	Overview of PVC initiators	31
4.	Status of Polystyrene (PS) in China	34
a.	Profile of China's PS industry	34
b.	Overview of PS initiators	38
5.	Status of ABS Resin in China	39
a.	Profile of China's ABS resin industry	39
b.	Overview of ABS resin initiators	40
6.	Status of Polyester (PET) in China	41
B. St	ructure of the Polymerization Catalyst Sector	42

1. Profile of polyolefin catalyst producers and research institutions	42
a. SCC Beijing AODA Division	45
b. Renqiu Lihe Technology Co., Ltd	45
c. Yingkou Xiangyang Catalysts LLC	46
d. Shanghai Leader Catalyst Co., Ltd.	46
e. Zibo Xinsu Chemical Co., Ltd	47
f. Liaoning Dingjide Petrochemical Co., Ltd.	47
g. Shanghai Süd-Chemie Catalysts Co., Ltd	47
2. Profile of elastomer catalyst producers and research institutions	47
3. Profile of PVC initiator producers and research institutions	52
4. Profile of PS initiator producers and research institutions	53
5. Profile of ABS initiator producers and research institutions	54
6. Profile of PET catalyst producers and research institutions	55
C. Analysis of Market Supply/Demand Balance	55
Analysis of the Market Supply/Demand Balance of Polyolefin Catalysts	55
a. China's polyolefin catalyst production situation	
b. China's polyolefin catalyst consumption situation	
c. China's polyolefin catalyst market supply and demand balance analysis	
Analysis of the Market Supply/Demand Balance of Elastomer Catalysts	
a. China's elastomer catalyst production situation	
b. China's elastomer catalyst consumption situation	60
c. China's elastomer catalyst supply and demand balance analysis	
3. Analysis of the Market Supply/Demand Balance of PVC Initiators.	60
4. Analysis of the Market Supply/Demand Balance of PS Initiators	63
5. Analysis of the Market Supply/Demand Balance of ABS Initiators.	67
6. Analysis of the Market Supply/Demand Balance of PET Catalysts .	68
D. Price Change and Affecting Factors	70
1. Price Change of Polyolefin Catalysts in China and Affecting Factor	rs 70
a. Movement of polyolefin catalyst prices in China	70
b. Factors that affect the polyolefin catalyst price changes	71
2. Price Change of Elastomer Catalysts in China and Affecting Factor	s 71

Ε.	N	Market Growth and Affecting Factors	72
	1.	Growth of polyolefin catalyst market in China and affecting factors	72
	a	. Growth of polyolefin catalyst market	72
	b	o. Affecting factors	72
		i. Status quo and forecast of the demand for polyolefins	72
		ii. New and proposed polyolefin projects in China	73
2	2.	Market growth of elastomer catalysts in China and affecting factors	76
	a.	Butadiene rubber catalyst market growth and its influencing factors	76
	b	e. EPR catalyst market growth and its influencing factors	78
	c.	e. Isoprene rubber catalyst market growth and its influencing factors	80
(3.	China's PVC initiator market growth and affecting factors	81
	a.	a. PVC initiator market growth	81
	b	o. Affecting factors	82
4	1.	China's PS initiator market growth and affecting factors	84
	a.	n. PS initiator market growth	84
	b	o. Affecting factors	85
	5.	China's ABS initiator market growth and affecting factors	87
	a.	ABS initiator market growth	87
	b	o. Affecting factors	87
(5.	China's PET catalyst market growth and affecting factors	88
	a.	n. PET catalyst market growth	88
	b	o. Affecting factors	89
F.	Iı	mports and Exports	90
	1.	Imports and exports of polyolefin catalysts	90
	a.	. Imports of polyolefin catalysts	90
	b	c. Exports of polyolefin catalysts	91
4	2.	Imports and exports of elastomer catalysts	91
	a.	. Imports of elastomer catalysts	91
	b	b. Exports of elastomer catalysts	91
G.		Polymerization Catalyst Technologies	91
	1.	Polyolefin catalyst technology	91
	a.	a. Mature technology	91
		i. BCH catalyst	91

	ii.	BCE catalyst	92
	iii.	SCG-1 series catalysts	92
	iv.	SCG-3/4/5 series catalysts	93
	v.	SLC-type catalysts	94
	vi.	N series catalysts	94
	vii.	DQ catalyst	96
	viii.	CS series catalysts	97
	b. No	ew technologies	100
	i.	JM-1 catalyst	100
	ii.	BCE catalyst	100
	iii.	SLC-B catalyst	101
	iv.	SST non-metallocene PE catalyst	101
	v.	SAL catalyst	102
	vi.	PSP-01 spherical catalyst	102
	vii.	PC-MAX-120	102
	viii	DQC series catalyst	103
	ix.	NDQ catalyst	103
	х.	Spherical PP catalyst	103
	xi.	Metallocene catalyst	104
2	. El	astomer catalyst technology	104
	a. Bu	ntadiene rubber catalyst technology	104
	b. Ra	are earth-based isoprene rubber catalyst technology	106
	c. EI	PR catalyst technology	108
		V. ISSUES AND CONCERNS FACED BY CHINA'S	444
		IZATION CATALYST INDUSTRY	
B.		V. OPPORTUNITIES AND THREATS FACED BY CHINA'S	112
		IZATION CATALYST INDUSTRY	115
		tunities	
B.	Threat	ts	116
SEC	TION V	VI. STRATEGIES AND RECOMMENDATIONS	119
A.	Indust	ry Landscape and Forecast	119
B.	Strate	gies and Recommendations	120

TABLES

Table II-1	Output, Import, Export and Consumption of the Six Major Types of Synthetic Resins in China in 2011	4
Table II–2	Polymerization Catalyst Supply and Demand Balance in China in 2011	6
Table II-3	Worldwide Catalyst Market - Polymerization (US \$ MIL)	6
Table III-1	China's Major PE Producers in 2011	12
Table III-2	China's Major PP Producers in 2011	15
Table III-3	Types of Polyolefin Catalysts in China	21
Table III-4	China's Major Elastomer Producers in 2011	24
Table III-5	Types of Elastomer Catalysts in China	28
Table III-6	China's Major PVC Producers in 2011	30
Table III-7	Major GPPS and HIPS Producers in China in 2011	35
Table III-8	Major EPS Manufacturers in China in 2011	36
Table III-9	Major ABS Resin Producers in China in 2011	39
Table III-10	Major PET Manufacturers in China in 2011	42
Table III-11	Major Polyolefin Catalyst Producers and Research Institutions in China	43
Table III-12	Contact Details for Major Polyolefin Catalyst Producers and Research Institutions in China	44
Table III–13	Major Elastomer Catalyst Producers and Research Institutions in China	48
Table III-14	Contact Details for Major Elastomer Catalyst Producers and Research Institutions in China	49
Table III-15	Major PVC Initiator Producers and Research Institutions in China	52
Table III-16	Major PS Initiator Producers and Research Institutions in China	53
Table III-17	Major ABS Initiator Producers and Research Institutions in China	54
Table III-18	Major PET Catalyst Producers in China	55
Table III-19	China's PE Catalyst Production Situation in 2011	56
Table III-20	China's PP Catalyst Production Situation in 2011	56
Table III-21	China's Polyolefin Catalyst Consumption Situation in 2011	57
Table III-22	China's Polyolefin Catalyst Supply and Demand Balance Analysis	58
Table III-23	China's Elastomer Catalyst Production Situation in 2011	59
Table III-24	China's BR/EPR/IR Catalyst Consumption in 2011	60

Table III-25	in 2011	60
Table III-26	Production Situation of China's Major PVC Initiator Producers	61
Table III-27	Production Situation of China's Major PS Initiator Producers	64
Table III-28	Production Situation of China's Major ABS Initiator Producers	68
Table III-29	China's Polyester Catalyst Production Situation in 2011	70
Table III-30	Polyolefin Catalyst Prices in China in Recent Years	71
Table III-31	Projections of Chinese Demand for Polyolefin Catalysts, 2011-2016	72
Table III-32	China's Polyolefin Resin Consumption Growth Situation in Recent Years, 2011-2016	73
Table III-33	New and Proposed Polyolefin Projects in China in Recent Years	74
Table III-34	New and Proposed Butadiene Rubber Projects in China	77
Table III-35	New and proposed EPR Projects in China	79
Table III-36	New and Proposed Isoprene Rubber Projects in China	81
Table III-37	China's New and Proposed PVC Projects	83
Table III-38	China's New and Proposed PS Projects	85
Table III-39	China's New and Proposed ABS Resin Projects	88
Table III-40	China's PET Catalyst Demand Forecast, 2011-2016	88
Table III-41	China's New and Proposed PET Projects	89
Table III-42	China's Polyolefin Catalyst Imports in 2011	90
Table III-43	China's Polyolefin Catalyst Exports in 2011	91
Table III-44	Performance Indicators of N catalysts	96
Table III-45	Performance Indicators of DQ catalyst	97
Table III-46	Characteristics and Performance Indices of CS-1 catalyst	98
Table III-47	Characteristics and Performance Indices of CS-2 catalyst	99
Table III-48	Catalytic Activity of Elastomer Catalysts	109

ENVIRONMENTAL CATALYSTS TABLE OF CONTENTS

SECTION I. INTRODUCTION	1
SECTION II. EXECUTIVE SUMMARY	3
A. Issues Affecting Environmental Catalysts in China	3
B. Emission Pollution in China – Current Status	5
Mobile Pollutant (Motor Vehicle) Catalysts	5
2. Stationary Pollutant Catalysts	8
a. SCR catalysts	8
b. Claus desulfurization catalysts	11
C. Other Areas/Technologies in Emission Control	12
1. Catalysts for Waste Water Treatment	12
2. Photo-catalysts	12
3. Fuel Cells	13
D. Remaining Challenges in Emission Control	13
SECTION III. ENVIRONMENTAL CATALYST INDUSTRY IN CHINA	15
A. General	15
Present Status of Emission Pollution in China	16
2. Introduction of Environmental Catalysts	19
a. Mobile pollutant catalysts	19
i. Automobiles	19
ii. Motorcycles	20
b. Stationary pollutant catalysts	21
i. Denitration catalysts	21
ii. Desulfurization catalysts	22
3. Laws, Regulations and Policies in China	22
a. Mobile pollutant catalysts	22
i. Announcement of the State Environmental Protection Administration	. 22
ii. National III and IV emission standards for light vehicles and dates for implementation	23
iii. National pollutant emission standards for motorcycles	23

b. Stationary pollutant catalysts	24
i. Total emission amount control plan of the State Council for major pollutants during the 12 th Five-year Plan period	24
ii. Standard for Atmospheric Pollutant Emission in Thermal Power Plants	27
iii. Technical Code for Flue Gas Denitration in Thermal Power Plants: Selective Catalytic Reduction Process	27
iv. Technical Code for Flue Gas Denitration in Thermal Power Plants: Selective Non-Catalytic Reduction Process	27
v. Guideline for Major High-Tech Commercialization Sectors with Development Priority (2011)	28
vi. Technical Standard for "Coal Combustion Flue Gas Denitration Technologies and Equipment	28
vii. Methods for the Calculation of the N ₂ O Emission Amount in Nitric A Producers"	
viii. Standard for Atmospheric Pollutant Emission in the Cement Sector	29
B. Structure of the Sector	33
1. Mobile Pollutant Catalysts	33
2. Stationary Pollutant Catalysts	35
a. SCR catalysts	35
b. Desulfurization catalysts	35
C. Analysis of the Market Supply/Demand Balance	36
Production of Environmental Catalysts	36
a. Mobile pollutant catalysts	36
b. Stationary pollutant catalysts	43
i. Total output of SCR catalysts	43
ii. Producers of SCR catalysts	43
iii. Contact details for producers of SCR catalysts	48
iv. Production of Claus desulfurization catalysts	50
v. Contact details for major producers of Claus desulfurization catalysts	52
2. Consumption and Consumers of Environmental Catalysts	53
a. Mobile pollutant catalysts	53
i. Output of motor vehicles	53
ii. Consumption of catalysts	53

b. Stationary pollutant catalysts	56
i. Consumption of SCR catalysts	56
ii. Downstream users of SCR catalysts	57
iii. Consumption of desulfurization catalysts	60
3. Analysis of Supply/Demand Balance	62
a. Mobile pollutant catalysts	62
b. SCR denitration catalysts	62
c. Desulfurization catalysts	62
D. Imports and Exports	63
Mobile Pollutant Catalysts	63
2. Stationary Pollutant Catalysts	64
E. Price Changes and Factors Affecting Price	65
F. Market Growth and Affecting Factors	66
Mobile Pollutant Catalysts	66
a. Supply projection	66
b. Demand projection	66
2. Stationary Pollutant Catalysts	67
a. SCR catalysts	67
b. Claus desulfurization catalysts	70
G. Environmental Catalyst Technologies	71
Mobile Pollutant Catalyst Technologies	71
2. SCR Catalyst Technologies	71
3. Claus Catalyst Technologies	72
SECTION IV. ISSUES AND CONCERNS IN THE CHINESE	
ENVIRONMENTAL CATALYST INDUSTRY	75
A. The Chinese Approach	75
B. Problems and Points of Attention in Mobile Emission Catalysts	76
Mobile Emission Catalysts	76
a. Catalytic conversion rate	76
b. Catalyst deactivation	76
c. Cold start	76
d. Cost	76
e. Readjustment orientation of industrial policies	76

2. S	Stationary Pollutant Catalysts7	17
a.	Development orientation of environmental protection policies	7
b.	Enforcement of environmental protection policies	7
c.	Safety problem in operation	7
SITUAT	N V. OPPORTUNITIES AND THREATS TO THE CURRENT ION IN THE CHINESE ENVIRONMENTAL CATALYST RY	79
A. Op	portunities7	19
1. N	- Mobile Pollutant Catalysts7	19
a.	Implementation of standards for new vehicles	19
b.	Implementation of standards for vehicles in service	19
c.	Brisk demand growth of automobiles promoted by economic growth 8	30
d.	Stricter environmental protection policies and higher motor vehicle tail gas emission standards	30
e.	Enhanced awareness of enterprises and society in environmental protection	31
f.	Standards for oil product quality lagging behind standards for automobile emission, a negative factor for the implementation of high standards for motor vehicle tail gas emission	31
2. S	Stationary Pollutant Catalysts	31
a.	Policy promoting factors	31
b.	Market promoting factors	34
B. Th	reats8	35
1. E	Expansion of Capacity and Upgrading of Domestic Technology8	35
2. E	Entry of New Foreign Companies	36
	Lack of Denitration Catalyst Production Technologies with Intellectual Property Rights and Redundant Introduction of Foreign Technologies	36
	Need of Standardized Management to Chaotic Competition in the Denitration Catalyst Market	37
SECTIO	N VI. STRATEGIES AND RECOMMENDATIONS 8	39
	FIGURES	
Figure III	Shapes of Automobile Three-way Ceramic-Support Catalysts 2	20
Figure III	Shapes of Motorcycle Metal-Support Catalysts	21
Figure III	Shapes of SCR Catalysts	22

TABLES

Table II-1	Worldwide Market for Pollution Control Catalysts by Application, 2009-2017 (US\$MIL)	
Table II-2	Major Producers and Capacities of Motor Vehicle Catalysts	. 6
Table II-3	Supply/Demand Balance of Motor Vehicle Ceramic-Support Catalysts	. 6
Table II-4	Demand Projection of Motor Vehicle Catalysts	. 7
Table II-5	Major Producers and Capacities of SCR Catalysts in China	. 8
Table II-6	Consumption Trend of SCR Catalysts in China, 2000-2011	. 9
Table II-7	Market Prospect of SCR Catalysts in Thermal Power Plants of China, 2011-2016	10
Table II-8	Major Producers and Capacities of Claus Desulfurization Catalysts in China	11
Table II-9	Supply/Demand Balance of Claus Catalysts in China and Projection	12
Table III-1	Total Amount and Output of Civil Automobiles and Motorcycles in China	16
Table III-2	Output of Thermal Power in China	17
Table III-3	Emission Amount of Major Pollutants in China	19
Table III-4	Emission Limits of Pollutants in China	24
Table III-5	Dates for Implementation of Standards in China	24
Table III-6	Total Emission Amount Control Plan for NOx and SO ₂ in Various Provinces of China During the 12 th Five-year Plan Period	
Table III-7	Laws, Regulations and Policies Related to NOx and SO ₂ Emission Standards in China	29
Table III-8	Ownership of Major Producers of Motor Vehicle Catalysts	33
Table III-9	Ownership of Major Producers of SCR Catalysts	35
Table III-10	Ownership of Major Producers of Desulfurization Catalysts	36
Table III-11	Major Producers and Capacities of Motor Vehicle Catalysts	36
Table III-12	Contact Details for the Major Producers of Motor Vehicle Environmental Catalysts in China	40
Table III-13	Production of SCR Catalysts in China, 2006-2012	43
Table III-14	Major Producers and Capacities of SCR Catalysts in China	44
Table III-15	Contact Details for Major Producers of SCR Catalysts in China	48
Table III-16	Major Producers and Capacities of Claus Desulfurization Catalysts in China	51

Table III-17	Contact Details for Major Producers of Claus Desulfurization Catalysts in China
Table III-18	Total Output of Automobiles and Motorcycles in China53
Table III-19	Consumption of Motor Vehicle Ceramic-Support Catalysts 55
Table III-20	Producers and Capacities of Motor Vehicle Tail Gas Catalytic Converters in China
Table III-21	Consumption Trend of SCR Catalysts in China During 2000-2011
Table III-22	Volume of Denitration Projects Completed by Major Environmental Protection Companies in China in 201158
Table III-23	Major End Users of SCR Catalyst Producers in China in 2012 59
Table III-24	Consumption Trend of Claus Desulfurization Catalysts in China During 2006-2011
Table III-25	Major Users of Desulfurization Catalysts in China in 2011 61
Table III-26	Supply/Demand Balance of Motor Vehicle Ceramic-support Catalysts, 2006-2016
Table III-27	Supply/Demand Balance of Claus Desulfurization Catalysts in China During 2006-2016
Table III-28	Imports and Exports of Motor Vehicle Catalysts in China, 2006-2011
Table III-29	Imports and Exports of SCR Catalysts in China, 2008-2012 64
Table III-30	Imports and Exports of Desulfurization Catalysts in China, 2006-2011
Table III-31	Demand Projection of Motor Vehicle Catalysts, 2006-2016 67
Table III-32	SCR Catalyst Projects Being Constructed or Planned for Construction in China
Table III-33	Market Prospect of Thermal Power Station SCR Catalysts in China, 2011-2016
Table III-34	Consumption of Claus Desulfurization Catalysts in China, 2006-2016
Table III-35	R&D Trends in SCR Catalysts with Intellectual Property Rights in China
Table V-1	Average Annual Growth of GDP in China and the Total Amount and Output of Civil Automobiles, 2006-201180