

Emerging Markets Online

GLOBAL ENERGY AND BIOFUELS MARKET INTELLIGENCE



Emerging Markets Online specializes in global energy business market research services, management consulting services and syndicated market studies

Introduction

Emerging Markets Online is a market research consulting firm, and is the publisher of *Algae 2020: Biofuel Markets and Commercialization Outlook (2009)*, *Biodiesel 2020: A Global Market Survey (2008)*, and the forthcoming study *Advanced Drop-In Fuels 2020 (2010)*. Since its inception in 1997, Emerging-Markets.com has expanded its operations, affiliate offices and team of associates in Asia, Eastern Europe, Africa and throughout Latin America.

With a rapidly growing base of bioenergy, technology, investment and petrochemical industry clients, Emerging Markets Online is extending its operations and outreach further into Latin America and Asia in 2010 on its way to becoming a leader in bioenergy, biochemicals, petroleum and renewable energy market intelligence and research services for the developing world.

Customized Market Market Research Services and Studies

Emerging Markets Online offers customized market research and business intelligence resources to help organizations analyze and manage their business plans using the most comprehensive regional, industry, company, competitive and proprietary intelligence available.

Emerging Markets Online offers several strategic customized market research and business development services and products, including:

- Single Client and Multi Client Market Research and Management Studies
- Business Plan Development, Writing, and Data Support for Start-Ups
- Strategic Business Development Consulting Services
- Buy-Side Investment Due Diligence for Strategic Partnerships
- Industry-Specific Market Intelligence and Analysis



Emerging Markets Online provides targeted market intelligence services to help you reach your business development goals

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Award-winning service

Emerging Markets Online has received Forbes Magazine's "Best of The Web" award seven years in a row. In the latest review, Forbes states "the quality and amount of detail in the research reports sets this site apart."

Visit www.emerging-markets.com and discover the many resources available in this award-winning service. For the latest information on our services, contact tel: +1 713 429 4905 (Houston) or email info@emerging-markets.com

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Emerging Markets Online provides clients with strategic business development services within budget, and on time.

Market Research and Management Consulting

Emerging Markets Online specializes in providing each customer with personalized market intelligence and business development support. Our global team of consultants specializes in strategic management consulting, marketing and distribution strategies, project finance, supplier strategies, alliance integration, and collaborative research workshops.

Management Consulting and Advisory Services

When you are preparing for a specific project, our team can help. We will work with you to identify and assess emerging market opportunities and challenges. **Emerging Markets Online** helps clients to develop strategic business development and research initiatives by:

- Developing market strategies for business plans and programs;
- Identifying emerging business opportunities in regional and local markets for products, services, and prospective enterprises;
- Analyzing market trends in the biofuels and energy industries;
- Providing due diligence and intelligence on prospective investments;
- Forecasting market growth potential for products and services;
- Performing surveys of emerging markets, technologies, and government-sponsored renewable energy initiatives;
- Acquiring strategic information on renewable energy regulations, government policies and public-private partnership initiatives;
- Facilitating joint venture activities and identifying prospective partners;
- Providing assessments of sales and distribution channels



Emerging Markets Online specializes in market intelligence for international business development executives.

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Consultation Requests

For more information, or an initial consultation, please contact us with a message including an overview of your prospective areas of interest to info@emerging-markets.com or call +1 713 429 4905 (Houston)



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Consulting Project Examples:

Emerging Markets Online Consulting Services has helped dozens of clients worldwide assess emerging market challenges and identify new growth opportunities. Here are a few examples of projects EMO has completed for our clients.

Selected Biofuels Consulting Assignments:

- ⇒ Developed a business plan for a Sacramento-based biodiesel tank storage facility and biodiesel production facility. This assignment focused on a supply chain analysis of site locations for tank storage terminals, potential customers for the operation, and potential feedstocks. The business plan also included strategic support for the California Governor's biofuels initiative, infrastructure development plans, and site location requirements for tank storage and biofuels production. EMO succeeded in one of the organizations' primary goals to produce and deliver the business plan to the governor of California earlier in 2008 (by way of local support from a state senator) in an effort to clear site location permits, and to encourage cooperation and investment from the state. EMO continues to advise this private company on the development of its operations, feedstock acquisition and development strategies, and government initiatives.
- ⇒ Assisted former investors from Willie Nelson's biodiesel company in evaluating and preparing for a prospective biodiesel operation in Houston, TX. The assignment included evaluating the potential acquisition and merger of several yellow grease collection operations to supply a prospective biodiesel production operation in Houston. For this project, EMO produced a comprehensive assessment of Houston, Dallas, Austin and El Paso's yellow grease collection operations, markets, volumes, collectors, renderers, buyers, pricing, and supply-chain analyses. This project also included an evaluation of acquiring assets and technologies for rendering restaurant-based yellow grease with high FFA and MIU content into ASTM quality biodiesel. EMO also provided a market demand survey of 12 major biodiesel producers in Houston as prospective customers and competitors for yellow grease as a biodiesel feedstock.
- ⇒ Supported a Wisconsin-based biodiesel producer in writing a business plan for a brownfield expansion by tenfold from a 4 million gallon a year operation into a 40 million gallon a year operation. The assignment included reviewing market demand, consumption and production of biodiesel and diesel fuel in the US. EMO also produced a series of forecasts and projections for biodiesel and diesel demand, consumption and prices through the year 2012. Within six months of the completion of the business plan the biodiesel producer secured a second round of financing for a brownfield expansion.
- ⇒ EMO assisted a large consulting firm's project in support of a national oil company in Southeast Asia on the potential demand for the development of biodiesel operations using palm oil feed stocks in Asia, Africa, and the Americas. For this assignment, EMO Consulting produced a review of market prices and demand drivers for biodiesel feed stocks including key time-series historical data and analysis of biodiesel feedstocks in the Americas (soybean oil-CBOT), Europe (rapeseed-Rotterdam) and Asia (palm-Malaysia). This assignment included price and demand forecasts for biodiesel in Europe, Americas and Asia to 2020.



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Selected Petroleum, Oil, Gas & Utilities Consulting Assignments:

- ⇒ EMO advised the M&A director for British Petroleum in the UK on how current LNG projects are structured and financed world-wide. This included an analysis of the mix of private finance, commercial finance, ECA and multilateral finance, and engineering finance in current projects. The assignment included a matrix of how current LNG projects are financed by participant and percentage. EMO also provided details of how key LNG projects were structured and financed in Egypt, Trinidad, Qatar, Oman, Baja Mexico, and Nigeria. Finally, we identified three major trends in the financing of LNG projects.
- ⇒ Consulted a major Russian oil and gas company on the practices of U.S. refinery operating companies. Performed a survey of refinery companies, detailing management practices, investment and purchasing activities, refinery manager roles and responsibilities, and downstream operations. Produced a report of recommendations for applying western practices in refinery management and operations to Russian firm.
- ⇒ Supported a major law firm with an in-depth assessment of South Africa's natural gas market. Produced a survey and a report of key players, existing operations, exploration activities, pipeline developments, major contracts, pricing mechanisms, and the outlook for downstream natural gas markets
- ⇒ Consulted a major U.S. pipeline company in its transition from an energy utility to a broadband telecom services and trading company. Activities include due diligence, competitor assessments, supplier surveys, and regulatory analysis.
- ⇒ Produced a due diligence assessment on a major electric and natural gas company's operations in Latin America
- ⇒ Created a market assessment for a major European utility regarding the market for power generation, transmission and distribution in eastern Europe