

## Industrial Park Development

Potential investors usually have the choice between numerous industrial parks. This highly competitive environment makes it difficult to attract a specific investment to your park.

Surveys of international investors have shown that the most important criteria for their investment decision are:

- ✦ Attractive value chains within easy reach of customers and suppliers
- ✦ Tailored services and infrastructure fitting to investors specific requirements
- ✦ Ecological sustainability

To support you in the attraction of international investors, **ENIGA** offers the following services for the identification and optimization of your park's specific strengths:

### Value chains

- ✦ Identification of your park's specific advantages in supply and delivery chain
- ✦ In depth value chain analyses to identify gaps and opportunities
- ✦ Determination of suitable investors
- ✦ Promotion and presentation of attractive business models for potential investors

### Service and infrastructure

- ✦ Park organization (outsourcing of service functions, park management vs. specialized service providers etc.)
- ✦ Determination of service portfolio with clustering (area specific, voluntary/must take etc.)

- ✦ Definition and optimization of service management procedures and corresponding business processes

### Ecological sustainability

- ✦ Set-up and monitoring of environmental and safety standards
- ✦ Technology support for the implementation of waste treatment and recycling processes
- ✦ Introduction of a certified environmental and safety management system to demonstrate commitment (e. g. EMAS)

### Selected references

- ✦ Analysis and consulting for optimization of the product value chain and future development of a petrochemical site in China
- ✦ Successful introduction and certification of EMAS/OHSAS at an industrial park in Belarus
- ✦ Set-up of a Service Management company for a chemical site in Germany
- ✦ Definition of services and optimization of service management processes at an industrial park in Germany
- ✦ Technology development for the minimization of environmental impact of a fine chemical production in the MENA region
- ✦ Several technical due diligences for the sale of chemical and petrochemical sites

