



PETRONAS

Tech-Mining: A Key Capability to Support Growth

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Why we are doing this?

Innovation is a key strategy to PCG as the industry becomes more challenging and competitive

Challenges



Low Production Cost

Emerging feedstock advantaged producers from ME (gas) and NA (Shale)



New Regulations

Compliance to new regulatory requirement (REACH, FDA, STA)



Stiffer Competition

New players entering PCG's traditional market (SEA)



Customer Demand for Solutions

Working on solutions to support customers' drive to grow



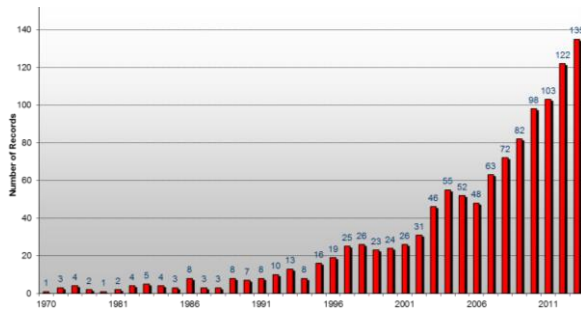
A Key Capability to Support Growth

Aligned with PCG's new vision, to be the "Preferred Chemical Company Providing Innovation Customer Solutions"

What have we discovered?

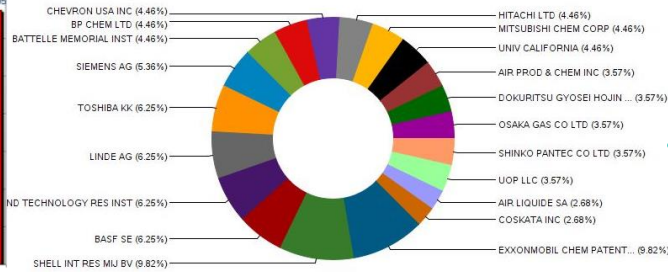
Strategic options are derived from a comprehensive analysis of the technology space from the patent datasets

Carbon Dioxide Utilization Analyses



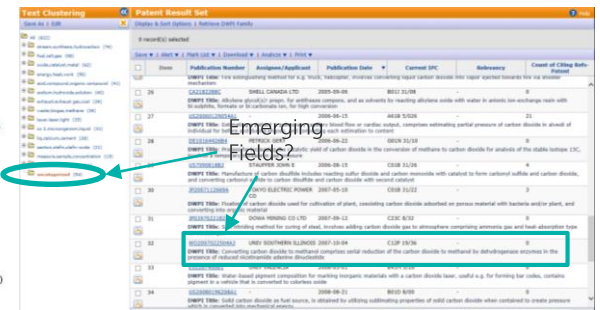
Technology Trend

Indicates interest/activity level



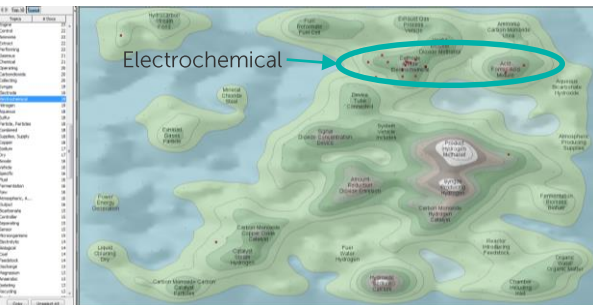
Top Organization

Shows the most active companies



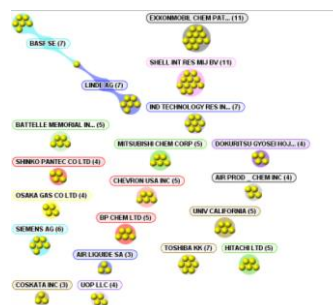
Text Clustering

Highlights potential undiscovered areas



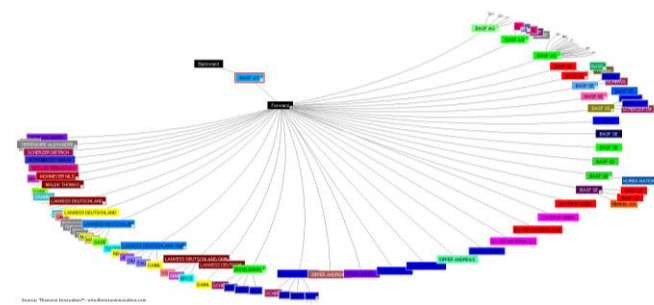
Technology Landscape

Provides overview of topics/technology areas



Network Analysis

Gives insights to the collaborative environment



Citation Analysis

Provides clues to advancement in technology



Conclusion

The activities that surround this has resulted in sound decision making. All these will better position PCG towards sustainable growth



Team Diversity



Comprehensive Analysis

Tech-Mining: A key Capability to Support Growth
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Quality Discussion



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Thank you