

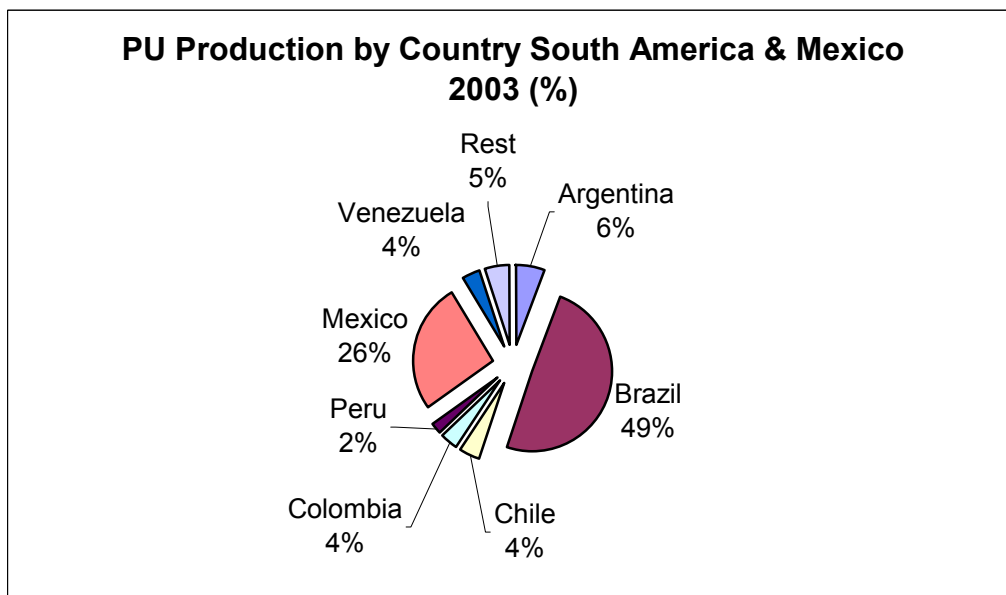
NEW FROM IAL CONSULTANTS

THE MARKET FOR POLYURETHANE CHEMICALS AND PRODUCTS IN SOUTH AMERICA AND MEXICO

IAL Consultants is pleased to announce the publication of the second edition of its report, *The Market for Polyurethane Chemicals and Products in South America and Mexico*.

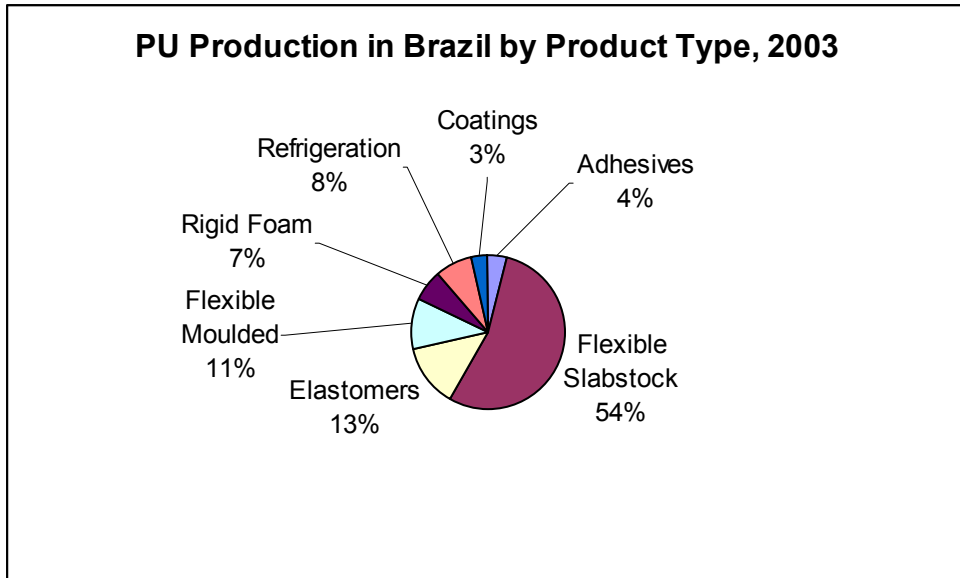
Although this region of the world accounts for only 6% of the global production of polyurethane, the economies of most of the constituent countries are starting to emerge from four years of economic recession and some good growth opportunities exist. Brazil has started an impressive recovery during the first half of 2004, as the domestic economy starts to grow. Wages have risen by 10% during the past year, making labour rates higher, but also generating consumer demand for more footwear, furniture, vehicles and appliances. Overall, Brazil is considered to be the “best bet for investors” in the Americas. Mexico, too, continues to grow at the expense of the USA and Canada as the *maquiladora* (assembly) industry gathers pace. Elsewhere in the region future production is difficult to assess; following the severe economic crises of Argentina and Venezuela the polyurethane industry in these two countries is in almost terminal decline. Production in Chile, Colombia and the smaller countries continues to grow albeit from a small base, in line with rising living standards and growing urban populations.

Output of polyurethane products in this region totalled 591,700 tonnes in 2003 with Brazil and Mexico accounting for 75% of this total, as seen below:



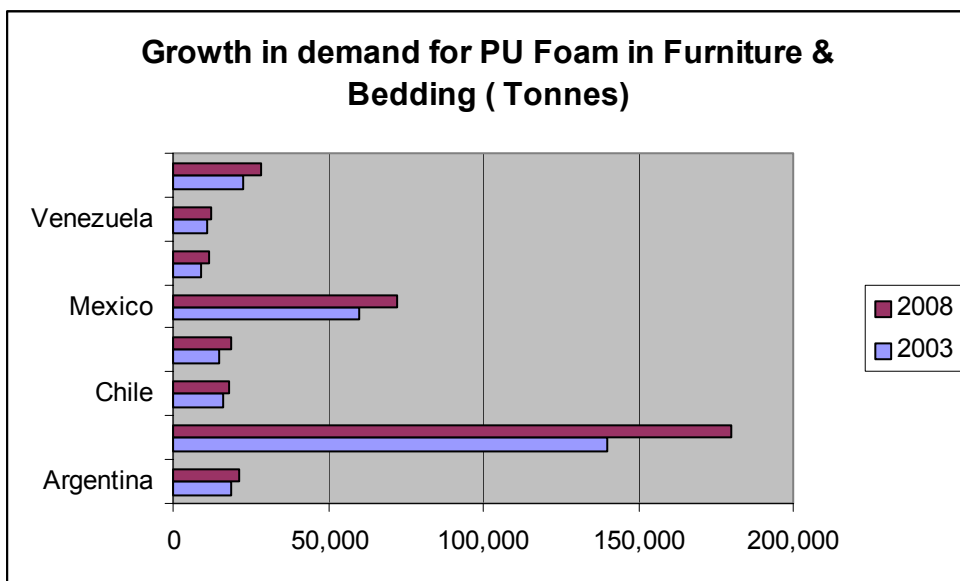
Source: IAL Consultants

Brazil itself is the leading producer of polyurethanes in each PU sector with output totalling 291,650 in 2003, which breaks down as follows:



Source: IAL Consultants

The largest market for polyurethane in this region is for use in mattresses and upholstered furniture. PU foam mattresses have a very high market penetration in Brazil, accounting for some 88% of the market. Elsewhere, sales of furniture are starting to re-grow as essential purchases can no longer be postponed. Some countries in the region have also developed new production technology and are concentrating on export markets in Asia, the USA and Europe with high quality goods and modern designs.



The Market for Polyurethane Chemicals and Products in South America and Mexico has the following contents:

1. Introduction
2. Geographic, Demographic & Economic Data
3. Market Summary and Forecast to 2008
4. Raw Material Supply & Demand
5. Market Review by Country
6. Major End-Use Markets for Polyurethane
 - Construction
 - Automotive
 - Refrigeration
 - Footwear
 - Furniture & Bedding
7. Directory of Raw Material Suppliers
8. Sources of Information

The Market for Polyurethane Products and Chemicals in South America and Mexico, which contains in its 148 pages some 90 tables, is available from IAL Consultants, price \$3250. For more information, please contact:

Mrs Cathy Galbraith
IAL Consultants
CP House, 97 - 107 Uxbridge Road
Ealing
London W5 5TL
Telephone: +44 (0) 20 8832 7780
Fax: +44 (0) 20 8566 4931
Email: ial@brg.co.uk
Web: www.ialconsultants.com