




AGRIBUSINESS, AGRICHEMICALS AND CHEMICALS PRACTICE

EXPERTS WITH IMPACT

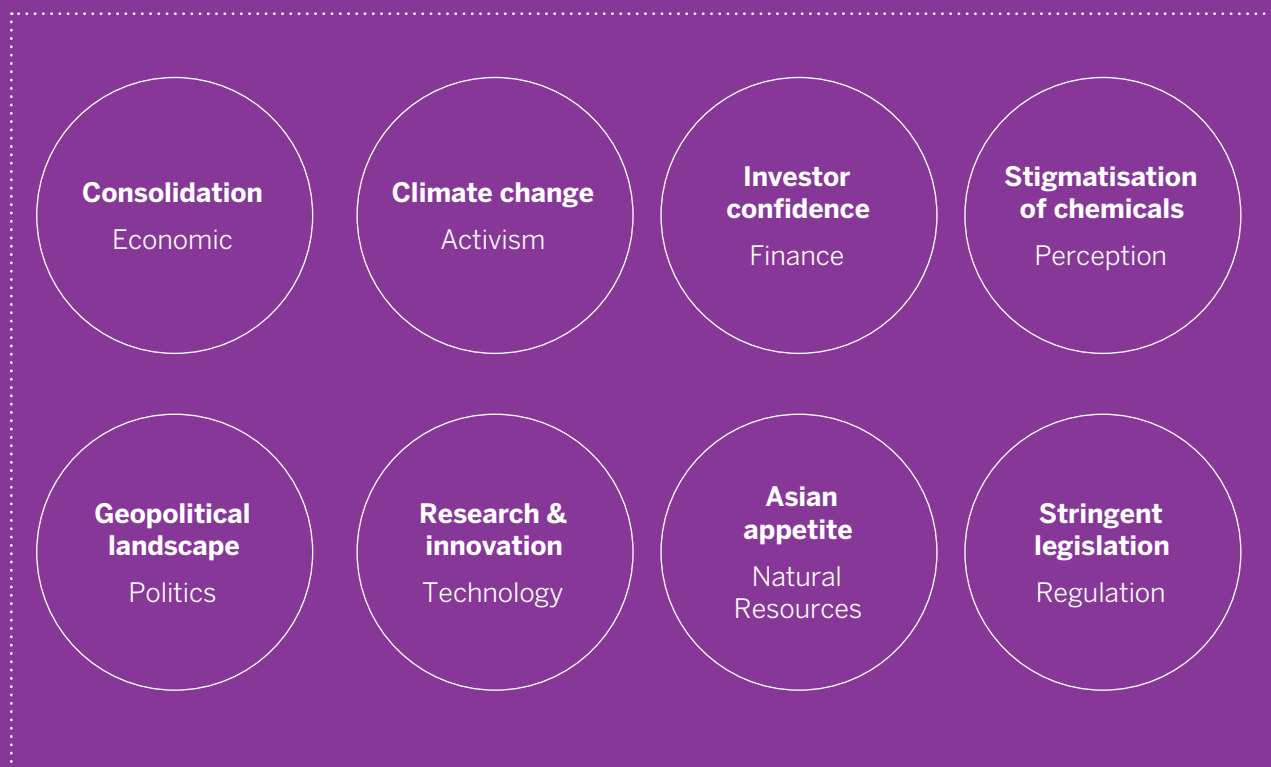


FTI Consulting is a global business advisory firm dedicated to helping organisations protect and enhance the value of their business in an increasingly complex legal, regulatory and economic environment.

We bring together communications and government relations experts with world class energy economists and strategists to protect and enhance our clients' reputations, mitigate risk, maximise profit margins and help to build their enterprise value.

A DYNAMIC AND COMPLEX ENVIRONMENT FOR CHEMICALS

The landscape in which your business operates is becoming increasingly challenging. In preparing and adapting your business strategy, your business has to consider a number of issues and newly emerging threats and opportunities.



A RAPIDLY EVOLVING LANDSCAPE

The chemical industry, which includes agrichemicals, specialty chemicals and commodity chemicals, is a driver of global innovation and technological advances. However, the entire chemicals industry is often vilified for products which are perceived to be harmful. While this is especially the case for pesticides, often all chemicals are attacked regardless of their use. Today's critical challenges of the chemical industry – competitiveness, lack of trust, climate change – must be faced head-on to ensure an ongoing license to operate. These issues pose fundamental questions for EU and Member State governments and directly affect the lives of European citizens.

- How will increased competition from Asia affect the European chemical industry?
- How will ever more stringent regulation affect the industry?
- How will decarbonisation impact high-energy sectors like chemical manufacturing?
- How should research and development be prioritised to drive innovation?
- How do we ensure fair competition?
- How do we ensure greater consumer acceptance?
- How does business prepare and protect itself from counterfeit products?

KEY ISSUES AFFECTING AGRIBUSINESS

Agriculture and the businesses associated with it face a growing disconnect between consumers and the products these businesses supply: despite efforts by some farmers to bring their work closer to the average city-dweller, marketing by food and drink companies still tends to sell romantic notions of farms rather than the reality of farms as businesses. However, European farmers and the concept of farming is constantly changing as new innovation comes to the market.

- Is there a future for European agriculture and if yes, what is its nature?
- What is the role of the European Common Agricultural Policy?
- How can the agricultural value chain make the most of new trends such as precision agriculture, urban farming and hydroponics?
- How do we ensure standardised quality across Europe?
- What needs to be done to safeguard fair pay and competitiveness for farmers in Europe?
- How does business cope with the increasing need for creative solutions alongside rising community activism?

KEY ISSUES AFFECTING THE AGRICHEMICALS AND CHEMICALS INDUSTRY

“The European chemical industry supplies virtually all sectors of the economy, providing innovative and sustainable solutions to today’s economic and environmental challenge”

- Cefic

“There is no time for business as usual if we want to achieve food and environmental security.”

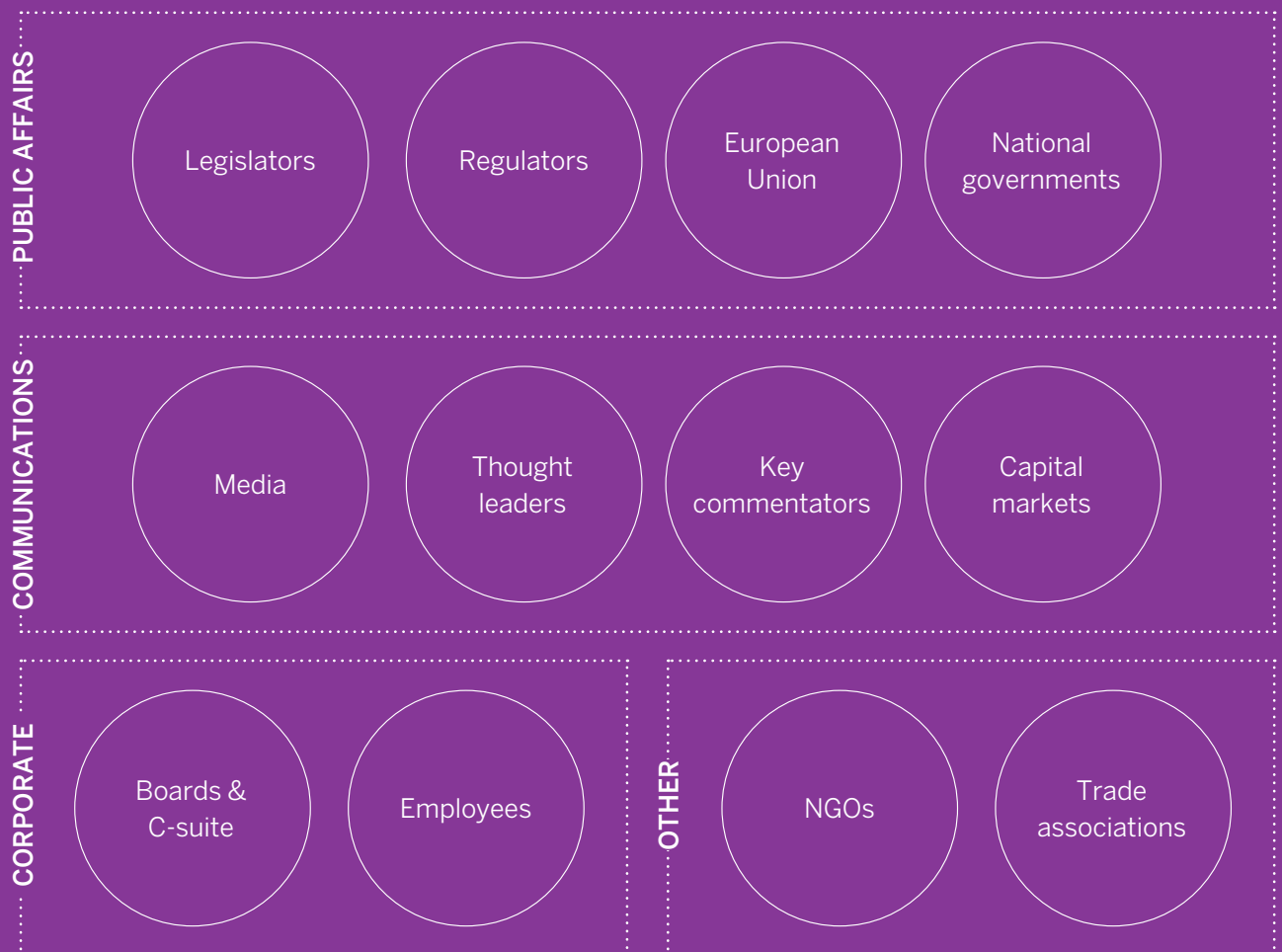
- Thierry de l’Escaille, European Landowners

“At a time when there is so much debate around climate change, it is more vital than ever that Europe holds the line in this global existential challenge. And, in addressing that challenge, agriculture must play its full part.”

- Phil Hogan, European Commissioner for Agriculture

A DIVERSE RANGE OF STAKEHOLDERS

Agribusiness and chemical companies are under heavy scrutiny from a diverse range of stakeholders. This has a direct effect on the regulatory environment. All of them have to be engaged to create a positive policy-making environment protect your reputation.



PROTECTING YOUR FUTURE BUSINESS NEEDS

You need to be informed and engage at every level. FTI Consulting's comprehensive offering can provide an integrated approach to your business needs beyond public affairs to include media relations, corporate reputation, risk assessment and research.



WE CAN HELP

FTI Consulting Brussels helps companies, organisations and executives manage reputation through **MOMENTS OF CHANGE** with an integrated approach that reflects every aspect of how your business acts and communicates.

Real or
perceived
commercial
challenges

Geopolitical
events and
political
engagements

Competition
and antitrust
investigations

Integration
of different
corporate
cultures

Rebranding or
repositioning

The acquisition
or divestiture of
major assets

An expected or
existing crisis

New product
introductions

Updated
marketing
strategy or the
entry into new
markets

Regulatory,
environmental
or social threats
to your license to
operate

Executive
leadership or
governance
changes

Challenges
from specialist
interests

WHY DOES YOUR REPUTATION MATTER

Your corporate reputation is a valuable commodity and can deliver a significant competitive advantage. It can drive commercial performance, influence policy, nurture a committed workforce and maintain the credibility of your brand within society. Moreover, it can help to protect your organisation in the event of a crisis and other areas of corporate risk.

1

COMMERCIAL

Are you fully leveraging your reputation for growth?

2

POLITICAL

Are you able to effectively address policy and regulatory challenges?

3

INTERNAL

Are you able to recruit and retain the best people?

4

BRAND

Are you delivering on your brand promises?

“ It takes 20 years to build a reputation and five minutes to ruin it.” ”

Warren Buffet

WHAT WE DO

Here at FTI Consulting we believe in a truly integrated approach. We combine experience in public affairs, government relations and communications with deep knowledge of capital markets, economic analysis, and political risk. We enhance your reputation to ensure that you are a valuable partner of the stakeholders that matter for policymaking.

We provide clients with expertise to analyze public affairs issues, influence policy, and impact related outcomes, all the while working with the business to enhance your reputation.



Advocacy and
campaigns



Political
communications



Competition/
anti-trust



Political risk intelligence
and analysis



Public
affairs



Creative
engagement

THE BRUSSELS TEAM

We understand how the chemical industry and agribusiness works – we've worked in it, studied it, defended it and impacted the policy that regulates it.

- Our combined agriculture and chemicals practice offers insights and advice from the industry's most respected names in consulting journalism, law, and policy
- FTI has a wealth of experience in many of industry's highest profile business issues, regulatory hearings, competition cases, legal disputes, and domestic and international arbitration
- Our global clients operate in all aspects of the industry, including crop protection products, biotech, specialty and commodity chemicals
- We deploy a research-driven approach and expertise to solving all high-stakes communications challenges

EXPERT UNDERSTANDING OF THE SECTOR

SPECIFIC AREAS OF AGRICULTURE & CHEMICALS EXPERTISE

Pesticides

Endocrine
Disruptors

New Breeding
Techniques

REACH

Neonicotinoids

Agriculture

Refrigerants

Hybrid seeds

Specialty
chemicals

Commodity
chemicals

Petrochemicals

Food & Drink



ABOUT FTI CONSULTING

With approximately 650 expert strategic communications consultants located in key markets around the world, we combine global reach with local knowledge to help client management teams and Board of Directors seize opportunities, manage crises, navigate market disruptions, articulate their brand, stake a competitive position, and preserve their permission to operate. Drawing upon our unrivalled depth of industry expertise and interdisciplinary experience and using our broad network of relationships with key influencers, we help clients clarify, persuade and ensure that the right message reaches the right audience at the right time.

We have been in business for more than 30 years and have over 4,600 employees in 28 countries on six continents. We offer a rare combination of geographic presence, competency and relationships.

Our business incorporates five divisions: Strategic Communications, Economic Consulting, Technology, Forensic & Litigation Consulting and Corporate Finance / Restructuring Services.

PUBLICLY TRADED -
NYSE

FCN

3 NOBEL LAUREATES

55 OF FORTUNE 500
CORPORATIONS ARE
CLIENTS

55/500



2015
Named EMEA Public Affairs
Consultancy of the Year



2015
Gold SABRE Award Best
Campaign
Shell Gas Europe



2016
"Strategic Communications Consulting
Firm of the Year in Belgium"



2016
"Most Outstanding Strategic
Communication Advisors in
Belgium"

OUR CLIENTS



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Keep up with our critical thinking:
www.fticonsulting.com/brusselsblog

