



A global network of independent expertise focused on maximising the success of **your** Agchem projects and business opportunities

What do we offer?

Practical advice from professionals with experience in marketing, development and registration of new and existing products at both EU and national level.

Our Key Activities:

Regulatory & Development Strategies

- Understand & explain regulatory guidelines & data requirements
- Negotiate effective solutions with regulators and local experts
- Evaluate critical data gaps & determine study requirements



- Develop optimum strategies and prepare appropriate project plans
- Manage consultants & contractors
- Optimise timelines & minimise costs
- Increase probability of overall success

Business Development

- Explore new ways for business growth
- Understand market opportunities
- Know your competitors better
- Focus business activities & objectives
- Expand contacts with other companies & collaborate with new partners



International Project Management

- Network of experienced international project managers
- Project plans developed with sponsors
- Seamless integration of development, regulatory, and marketing objectives
- Access to local experts throughout Europe, CIS, Middle East, Africa & Americas.
- Schedules respected and resources tracked to ensure key milestones are met and goals are achieved
- Periodic reporting of progress and updating of project plans

An effective network of local experts



APC is building a rapidly expanding network of independent experts who have both extensive local knowledge and access to key decision makers. We can therefore manage your project to improve the probability of success, almost anywhere in the world.

The typical services our experts offer include:

- Advice on regulatory requirements
- Market research & analyses
- Co-ordination of development & registration programmes
- Evaluation of potential local partners, formulators and distributors
- Organising meetings with key companies and official bodies

Meet the experts on our web site:

www.apc.eu.com

Our special skills include:

Comprehensive project management:

Hands-on experience managing the complete product development cycle:

- Field screening of product performance & crop selectivity
- Definition of GAP & selection of optimum product positioning
- Analysis & evaluation of potential market opportunity
- Development of detailed project plans

- Overall management of development & regulatory programmes
- Supervision of dossier preparation, review & submission
- Follow-up of EU & country registration approvals
- Technical & marketing support for product launches

Analysis of Project Financials:

Ensuring the right investment with the best return.

- Identify key market segments
- Access appropriate marketing data
- Prepare market overview, e.g. values, pricing and market shares
- Determine a realistic value in use and ensure optimum price positioning
- Estimate realistic market shares (hectares, volumes etc)
- Conduct full profitability analysis
 - Revenues & expenditures
 - Cumulative cash-flows
 - Return On Investment (ROI)
 - Net Present Value (NPV)
- Develop a range of scenarios:
 - Base-case, upside & downside
 - Test the critical 'what ifs'



How to contact us:

www.apc.eu.com

Email: info@apc.eu.com

Tel: +33 432 529353

Fax: +33 432 529354